

# **EXHIBIT C**

## **REDACTED PUBLIC VERSION**

*Dr. Yoram (Jerry) Wind*  
*President, Wind Associates*  
*1041 Waverly Road*  
*Gladwyne, PA 19035*  
*Tel: (610) 642-2120 (office)*  
*(610) 715-5556 (mobile)*  
*E-Mail: windj@wharton.upenn.edu*

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INFORMATION SUBJECT TO  
PROTECTIVE ORDER**

**CORRECTED**

**Likelihood of Confusion Between VGT and CHG Electronic Gaming  
Machines**

I.	Background and Objectives of Project .....	1
II.	Executive Summary .....	2
	A. Likelihood of Confusion Study.....	2
	B. Other Relevant Evidence .....	4
III.	Qualifications .....	2
IV.	Likelihood of Confusion Study.....	5
	A. Objectives of Study.....	5
	B. Research Design.....	6
	C. Results.....	16
	D. Conclusions of Study .....	24
V.	Analysis of Other Relevant Evidence .....	24
	A. Strength of VGT’s EGM Trademarks and Trade Dress .....	24
	B. CHG’s Intent to Copy VGT .....	31
	C. Similarity of the VGT and CHG Product Designs.....	38
	D. Context of Direct Competition Between the VGT and CHG EGMs.....	40
	E. Actual Confusion .....	41
VI.	Conclusions of Project .....	43

**Appendices for the Likelihood of Confusion Study**

Appendix A: Research Now Panels  
Appendix B: The Questionnaire  
Appendix C: Sample and Screening Results  
Appendix D: Computer Tabulations  
Appendix E: The Verbatim Responses  
Appendix F: Supporting Data  
Appendix G: Resume and Recent Testimony

**Appendices for the Other Relevant Evidence**

Appendix H: List of Materials Reviewed  
Appendix I: Comparison of Artwork  
Appendix J: Comparison of Cabinets  
Appendix K: Comparison of Strobe Lights  
Appendix L: Examples of VGT and CHG Games in Close Proximity



## **I. Background and Objectives of Project**

### **Background**

I have been retained by Covington and Burling LLP on behalf of Video Gaming Technologies (“VGT”) to conduct a study and provide expert opinions and analysis related to likelihood of confusion between electronic gaming machines (“EGMs”) made by VGT and those made by Castle Hill Gaming (“CHG”) among consumers who have played or intend to play such machines in Oklahoma casinos.

My understanding of this case is based on review of the Complaint filed by VGT against CHG in federal district court in Oklahoma as well as the written discovery responses, documents produced, and deposition testimony in that case.

Briefly, I understand that with respect to its trademark and trade dress claims, VGT alleges that CHG has infringed VGT’s rights by offering Class II bingo-based mechanical reel EGMs for the Oklahoma market and surrounding areas that have the same look and feel as VGT’s EGMs. Specifically, VGT alleges that CHG uses trademarks on its EGMs, including the EGMs’ names, logos, artwork, and characters, confusingly similar to those used by VGT. VGT also alleges that CHG uses trade dress confusingly similar to that used by VGT, including with respect to the following elements: a free spin feature in which the EGM screen turns red; a distinctive-sounding mechanical bell; a cabinet frame modified to have a distinctive size, shape, and layout; a red strobe light on top of the cabinet; a collection of bingo patterns with associated awards; a pseudo/visible paytable that appears on the cabinet; and artwork, which often features cartoonish characters.

### **Objectives of Project**

The objectives of the project are to:

1. Conduct an empirical study among consumers who play or intend to play slot or bingo-based EGMs in Oklahoma casinos and assess likelihood of confusion between VGT and CHG EGMs based on these consumers’ responses and
2. Examine other relevant evidence to assess whether this evidence supports the conclusions of the empirical study.

## **II. Executive Summary**

This report is in two parts:

1. A report on the results of an empirical study among consumers who play or intend to play slot or bingo-based EGMs in Oklahoma casinos focused on assessing likelihood of confusion between VGT and CHG EGMs; and
2. A discussion of other relevant evidence to assess whether such evidence supports the conclusions of the empirical study.

### **A. Likelihood of Confusion Study**

The likelihood of confusion experiment presented 353 qualified respondents with images of one EGM made by VGT, one EGM made by CHG, and three control EGMs. We rotated the order of the five images to control for the order of presentation.

After respondents qualified for the survey and had the opportunity to examine the five EGMs, we asked them to answer the three standard baseline questions:

1. Whether or not any of the machines are made by the same company;
2. Whether or not any of the machines are made by companies that are associated or affiliated with each other; and
3. Whether or not any of the machines are made by a company that has to get permission or authorization from the maker of any of the other machines.

We followed each of these questions with open-ended questions to determine the reasoning behind the responses.

I then analyzed the results of the experiment, focusing on two questions:

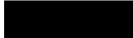
4. Whether there is a statistically significant difference between the percentage of respondents who identified a relationship between the two test EGMs – those made by VGT and CHG – and the percentage of respondents who did so with any of the control EGMs.
5. Whether there is a statistically significant difference between those who perceived the test EGMs – those made by VGT and CHG – as similar due to the trade dress and/or trademark elements at issue and those who did so with any of the control EGMs again due to the trade dress or trademark elements at issue.

The results of the experiment show a likelihood of confusion between the EGMs made by VGT and CHG that are at issue in this litigation. The net results across all three baseline questions and for each of the baseline questions are significant at the 95% confidence level or higher.

The level of confusion of VGT/CHG versus control is:

1. Overall (n=353)

Test  62.9%

Control  17.0%

2. Q1a Made by the Same Company (n=353)

Test  53.0%

Control  10.8%


3. Q2a Associated or Affiliated (n=353)

Test  47.6%

Control  8.8%

4. Q3a Require Permission or Authorization (n=353)

Test  12.7%

Control  2.5%

In addition, when one considers responses that identified a pair of just two EGMs as coming from the same source, respondents identified the pair of VGT and CHG EGMs nearly three times as often as any other pairing, and the number of responses pairing the VGT and CHG EGMs (163) was greater than the number of all other pairings combined (124).

Most of the confusion is due to the perceived similarity of the trade dress and/or trademark elements of VGT and CHG:



The difference between the test and control is statistically significant at the 95% confidence level or higher.

### **B. Other Relevant Evidence**

The second part of this report analyzes other available data, which suggests the following:

1. VGT's trademarks and trade dress are strong;
2. CHG intended to copy VGT's EGMs, including its trademark and trade dress elements;
3. The VGT and CHG EGMs are similar;
4. The context in which VGT and CHG EGMs compete is identical; and
5. There has been actual confusion between VGT and CHG EGMs.

This additional evidence supports and validates the findings of the likelihood of confusion experiment.

### **III. Qualifications**

I am the Lauder Professor Emeritus and Professor of Marketing at the Wharton School of the University of Pennsylvania. I joined the Wharton staff in 1967, upon receipt of my doctorate from Stanford University. I took emeritus status in July 2017.

- Publications – I have been a regular contributor to the marketing field, including 25 books and more than 300 papers, articles, and monographs. My books and articles, which are frequently cited by other authors, encompass marketing strategy, marketing research, new product and market development, consumer behavior, organizational buying behavior, and global marketing strategy.

- Editorships – I have served as editor-in-chief of the *Journal of Marketing*, as a guest editor of marketing journals, and on the policy boards of the *Journal of Consumer Research* and *Marketing Science*, and I have been on the editorial boards of the major marketing journals. I founded Wharton School Publishing and served as its first editor from 2004 to 2008.
- Teaching, Research and Consulting – I have taught MBA, Ph.D., and executive development courses on a wide range of marketing topics. I was the founding Director of the Wharton think tank – *The SEI Center for Advanced Studies in Management* – and directed it from 1989 to 2018. I have consulted extensively for Fortune 500 firms. In my teaching, research, consulting, editorial, and university positions, I have designed, conducted and evaluated thousands of marketing and consumer research studies, including for use by businesses.
- Expert Witness – I have conducted and evaluated marketing and consumer research in litigation contexts, have been qualified as a marketing and survey research expert, and testified at deposition and trial in federal courts. A list of my deposition and trial testimony in the last four years is attached as Appendix G.
- Awards – I have received awards, including the four major marketing awards – The Charles Coolidge Parlin Award (1985), the AMA/Irwin Distinguished Educator Award (1993), the Paul D. Converse Award (1996), and MIT's Buck Weaver Award (2007) – and received the first Faculty Impact Award by Wharton Alumni (1993). I was elected to the Attitude Research Hall of Fame in 1984 and have also been honored with research awards, included two Alpha Kappa Psi Foundation awards. In 2001, I was selected as one of the ten grand Auteurs in Marketing, and in 2003 I received the Elsevier Science Distinguished Scholar Award of the Society for Marketing Advances. In 2010, I was selected as one of the Ten Legends of Marketing, and Sage Publications has published eight volumes of my writings. In 2017, I was inducted into the Marketing Hall of Fame.
- Resume – My resume, also attached here as Appendix G, can be viewed online: <http://marketing.wharton.upenn.edu/documents/cv/Jerry.Wind.CV.9.28.11.pdf>. I also include with my resume a list of cases in which I have testified in deposition or at trial.
- Compensation – My compensation is at my regular consulting rate of \$1,000 an hour and is not contingent on the outcome of the case.

#### IV. Likelihood of Confusion Study

##### A. Objectives of Study

The objective of this empirical study is to assess the extent of likelihood of confusion, if any, between VGT and CHG EGMs among consumers who play or intend to play slot or bingo-

based EGMs in Oklahoma casinos. In particular, this study seeks to determine the rate of confusion due to the similar look of the companies' trademarks, trade dress, or both.<sup>1</sup>

## **B. Research Design**

### **1. The Experiment**

I designed a double-blind experiment<sup>2</sup> to test if consumers are likely to be confused as to the source of the VGT and CHG EGMs in the casino context where these EGMs often appear side-by-side with other companies' EGMs.

I chose stimuli, which included images of one VGT EGM and one CHG EGM (both of which are cited in the Complaint) and three control EGMs; all five have similar themes – money or wealth, which I understand to be a common theme for EGMs. To avoid potential bias by the same placement of machines next to each other, I directed that the lineup for each be rotated.

Each respondent saw one of the five rotations.<sup>3</sup> As noted, once the respondent reviewed the images the way she or he would in a casino before selecting an EGM to play, the survey asked the three standard baseline questions stated above, and I further directed that the response options for each question be rotated and that a “no opinion” option be provided.

Finally, the survey followed each question with a “why” question, a question asking for elaboration of the answer to the “why” question, and a probe of “anything else.”

I analyzed the data by reviewing both responses to the three baseline questions and the verbatim responses and then comparing how many respondents confused the VGT and CHG EGMs with one another, both with respect to each of the three baseline questions separately and across the combination of questions, with the average number of responses showing confusion involving the three control machines. I then performed another comparison along these same lines, using the classification of verbatim responses based on the trademark and/or trade dress elements described in more detail below, to determine the rate of confusion due to the trademark and trade dress elements at issue.

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<sup>1</sup> It bears mention that because the experiment used static images – not video or audio – of the EGMs, it does not offer insight into any additional confusion that might be caused by the sound of the machines, the feel of the gameplay, or the use of free spin features. Had we been able to include these additional features in the study, it is possible that there would have been even greater levels of confusion among the respondents, as I understand that VGT alleges that these features also are similar between the VGT and CHG EGMs.

<sup>2</sup> Neither the respondents nor the research team was aware of the identity of the sponsor of the study or of the objectives of the study.

<sup>3</sup> As noted in my September 24, 2018 memorandum, due to a technical glitch with one of the five rotations of stimuli, I have removed all respondents who viewed this rotation from the results.

## 2. The Stimuli

As noted, the stimuli included images of a VGT EGM and a CHG EGM identified in the Complaint and images of three control EGMs also found in casinos in Oklahoma<sup>4</sup> – all of which focus on the theme of money or wealth. We randomly assigned the stimuli letters as follows:<sup>5</sup>



We gave respondents time to review the images and the option of enlarging the images.

## 3. Universe and Sample

### Universe

I designed the survey universe to include consumers who have played slot or bingo-based EMGs in an Oklahoma casino within the past year or intend to play such games within the next year.<sup>6</sup>

<sup>4</sup> For example, all the EGMs depicted in these images were in the Choctaw-Durant Casino as of January 2018.

<sup>5</sup> I have included the names of the respective game manufacturers here for reference, but we did not include these names in the survey.

<sup>6</sup> All respondents are or were members of the Research Now internet panel. See Appendix A.



## Sample

We selected a random sample of respondents from the panel.<sup>7</sup> The screening process led to screening out 6,428 respondents (see Appendix C-1 for the results of the screening process). The resulting sample included 353 qualified respondents. Appendix C-2 presents the demographic characteristics of the sample.

### **4. Respondents' Task**

The full questionnaire is included in Appendix B, and a link to the programmed questionnaire is here:

<https://survey-d.researchnow.com/survey/selfserve/53b/1806948?list=1>

The questionnaire is in two parts:

#### **1. Screening questions**

These include:

- Answering the questionnaire on a desktop or laptop computer or tablets (but not Smartphone) – S1
- Passing the CAPTCHA test – to screen out non-human respondents – S2
- Providing age/gender/zip code information to match against the Research Now database – S3-5
- Verifying that the respondent does not work for an advertising agency, marketing research firm or casino or manufacturer/distributor of EGMs – S6
- Confirming that the respondent has played EGMs within the past year and/or anticipates playing EGMs within the coming year in a casino – S7 and S8
- Confirming that the respondent has visited a casino in Oklahoma within the past year and/or anticipates visiting a casino in Oklahoma within the coming year – S9 and S10
- Confirming that when the respondent visited a casino in Oklahoma within the past year, he or she played slot or bingo-based machines and/or that the respondent who planned to visit a casino in Oklahoma anticipates playing slot or bingo-based machines – S11 and S11a
- Agreeing to the conditions of the survey – S0

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<sup>7</sup> Most of the sample was fielded by random selection of residents of Arkansas, Kansas, Missouri, Oklahoma, and Texas.



2. Main questionnaire<sup>8</sup>

The main questionnaire states:

On the next screen, we will show you five gaming machines that you may see in an Oklahoma casino.

Do you see the five machines in color? (S-12) Please look at the five machines the way you normally would before selecting a machine to play. You can zoom in to see any element of a machine better.

Q1. Now looking at these machines,

- a. Do you think that any of these machines are made by the same company? OR
  - b. Do you think that each of the machines is made by a different company? OR
  - c. Don't you have an opinion?
- 1. Two (or more) of the machines are made by the same company
  - 2. Each of the machines is made by a different company
  - 3. No opinion

Q1a. Which machines do you think are made by the same company? Please select the machines that you think are made by the same company.

- 1. K
- 2. M
- 3. P
- 4. S
- 5. T

Q1b. What makes you think that the machines you listed are made by the same company? Please be specific.

Q1bb. What do you mean by [Q1B RESPONSE]?

Q1c. Anything else?

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<sup>8</sup> The computer program rotated the individual options and responses within each question. As noted in my September 24, 2018 memorandum, due to a technical glitch with one of the five rotations of stimuli, I removed all respondents who viewed this rotation from the results.

Q2. Looking at the five machines again,

- a. Do you think that any of the machines are made by companies that are associated or affiliated with each other? OR
  - b. Do you think that none of these machines are made by companies associated or affiliated with each other? OR
  - c. Don't you have an opinion?
1. Two (or more) of these machines are made by companies that are associated or affiliated with each other.
  2. None of these machines are made by companies that are associated or affiliated with each other.
  3. No opinion

Q2a. Which machines do you think are made by companies that are associated or affiliated with each other? Please select the machines that you think are made by companies that are associated or affiliated with each other.

1. K
2. M
3. P
4. S
5. T

Q2b. What makes you think that the machines you listed are made by companies that are associated or affiliated with each other? Please be specific.

Q2bb. What do you mean by [Q1B RESPONSE]?

Q2c. Anything else?

Q3. And looking at the five machines again,

- a. Do you think that any of these machines are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? OR
  - b. Do you think that none of these machines are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? OR
  - c. Don't you have an opinion?
1. One (or more) of the companies had to get permission or authorization from one or more of the other companies.
  2. None of the companies had to get permission or authorization from any of the other companies.

3. No opinion.

Q3a. Which of the machines do you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? Please select the machine(s) that you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines.

1. K
2. M
3. P
4. S
5. T

Q3b. What makes you think that the machine(s) you listed is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? Please be specific.

Q3bb. What do you mean by [Q3B RESPONSE]?

Q3c. Anything else?

Q4. From which company do you think the company that makes the machine(s) that you listed had to get permission or authorization?

## **5. Data Collection**

The data collection was managed under my supervision and involved:

- Formatting and programming the questionnaire I designed;
- Pretesting the questionnaire;
- Selecting the sample;
- Screening the respondents; and
- Collecting the data.

We collected data from June 21 to June 27, 2018, but stopped the data collection after the first day to assess whether respondents understood the task and were able to complete the questionnaire. Because we identified no such problems, we continued data collection the next day.

## **6. Analysis**

The data analysis included:

- Tabulating the responses to the three confusion questions – see Appendix D;
- Analyzing the open-ended, “verbatim” responses – see Appendix E for the full verbatim;
- Coding the verbatim responses; and
- Analyzing the statistical significance of differences between responses that identified the test stimuli (K and M) versus:
  - a) Responses that paired the control stimuli (P, S, and T) amongst themselves or with K or M, but not with both K and M;
  - b) Responses that identified different companies as being the source of all of the machines; and
  - c) Responses with no opinion.

The analysis resulted in the following:

1) Classification of the 353 respondents into the following categories with respect to the three standard baseline questions:

A. Perceived similarity of VGT (K) and CHG (M) – **Test**

- K&M Only<sup>9</sup>
  - K&M and No Controls<sup>10</sup> (pairing only K&M)
  - K&M and Controls<sup>11</sup> (pairing K&M and pairing controls with other controls -- but not with K or M)

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<sup>9</sup> I designed this category to capture respondents who identified VGT’s and CHG’s EGMs as coming from the same source and who did not identify any of the control EGMs as coming from that same source.

<sup>10</sup> Respondents in this subcategory are those who identified only VGT’s and CHG’s EGMs in all of their responses and never mentioned any of the control EGMs. These respondents are the strongest evidence of confusion because they believe that VGT’s and CHG’s EGMs come from the same source while recognizing that none of the control EGMs come from that same source and recognizing that all of the control EGMs come from different sources from each other.

<sup>11</sup> Respondents in this subcategory are those who identified VGT’s and CHG’s EGMs as coming from the same source, but also incorrectly identified two or more of the control EGMs as coming from the same source as each other (but not the same source as K or M).

- K&M Plus<sup>12</sup>
  - K&M and K&M&Controls (pairing only K&M and also pairing one or more controls with K&M)
  - K&M and K&Controls (pairing only K&M and also pairing one or more controls with K)
  - K&M and M&Controls (pairing only K&M and also pairing one or more controls with M)
- K&M&Controls<sup>13</sup> (pairing K&M, but only with one or more controls)
  - K&M&Controls and No Controls (pairing only K&M&Controls)
  - K&M&Controls and K&Controls (pairing K&M&Controls and also pairing one or more controls with K)
  - K&M&Controls and M&Controls (pairing K&M&Controls and also pairing one or more controls with M)
  - K&M&Controls and Controls (pairing K&M&Controls and pairing controls with other controls but not with K or M)

B. Perceived similarity among any of the controls – **Control**

- K or M with Control(s)<sup>14</sup>
  - K&Controls (pairing K with one or more controls)
  - M&Controls (pairing M with one or more controls)
  - K&Controls and M&Controls (pairing K with one or more controls and also pairing M with one or more controls)

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<sup>12</sup> I designed this category to capture respondents who identified VGT's and CHG's EGMs as coming from the same source, but indicated in response to at least one question that other EGMs might also come from that same source. In other words, respondents in this category seemed more confident that VGT's and CHG's EGMs come from the same source than the other EGMs, but they were not confident that other EGMs did not come from that same source.

<sup>13</sup> I designed this category to capture respondents who identified VGT's and CHG's EGMs as coming from the same source as other EGMs. In other words, these respondents believed that VGT's and CHG's EGMs come from the same source, but they believed that other EGMs come from that same source, and they did not seem more confident in this opinion with regard to VGT's and CHG's EGMs as opposed to other EGMs.

<sup>14</sup> I designed this category to capture respondents who did not identify VGT's and CHG's EGMs as coming from the same source, but who did identify either or both separately as coming from the same source as other EGMs.

- Controls Only<sup>15</sup>
  - Combination of one or more controls without K or M
- C. Perceived all EGMs as coming from different companies on all three baseline questions – Q1, 2, and 3
- D. Had no opinion on all three baseline questions – Q1, 2, and 3
- E. Some combination of “different companies” and “no opinion” on any of the three baseline questions – Q1, 2, and 3

If a respondent’s verbatim responses to the “why” questions conflicted with his or her responses to the baseline questions, I reclassified the respondent according to his or her verbatim responses on the basis that verbatim responses typically reflect more accurately a respondent’s perceptions. Therefore, for example, if a respondent paired K and M with S and T, but the verbatim response suggested that the respondent believed that K and M are made by the same company and that S and T are made by the same company, but a different company than the one that makes K and M, I reclassified the respondent from “K&M&Controls” to “K&M and Controls.”

Results of these analyses are presented in Figure 1a, 1b, and 1c.<sup>16</sup>

2) Classification of the verbatim responses of respondents who perceived similarity among the EGMs due to the trade dress and/or trademarks elements at issue:

After I assigned respondents into the above five categories and analyzed the results, I performed further classification of the respondents based on whether their verbatim responses identified any of the trademark and/or trade dress elements at issue.

The analysis focused on comparing the responses of the “test” group (the “K&M Only” respondents) with two “quasi-control” groups (the “K&M Plus” respondents and the “K&M&Control” respondents) and two “control” groups (the “K or M with Control(s)” respondents and the “Controls Only” respondents).

Although I believe that responses that do not include K or M provide little, if any, insight into how respondents viewed the trademark and/or trade dress elements at issue, they offer insight as “control” groups.

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<sup>15</sup> I designed this category to capture respondents who identified only other EGMs as coming from the same source.

<sup>16</sup> The following are examples of verbatim responses provided to the “why” questions after a respondent identified the VGT and CHG EGMs as a pair: “[T]hey are so much alike, if different companies one definitely copied the other,” “They used the same little man on the machines,” “Someone would think that Money Bags and New Money would be the same vendor except a newer machine,” and “[T]he other looks like a take off of mr money bags.”

I then subdivided these three new sets of respondents (test, quasi-control, and control) based on the coding of their verbatim responses to the “why” questions into seven categories:

- A. Respondents who identified the manufacturer by name (because their identification of the manufacturer suggests that they recognize the trademark and/or trade dress elements at issue).<sup>17</sup>
- B. Respondents who identified a combination of three or more of the following trade dress elements, with at least one element from the Macro Group and one element from the Micro Group<sup>18</sup>:
  - Macro Group – appearance (including look, feel, and/or style); shape (including structure, frame, construction, and/or rounded top); dimensions (including size, height, and/or width); and/or design (implying design of the machine); AND
  - Micro Group – type (including bingo and/or gameplay); hardware (including buttons, controls, bill acceptor, and/or ticket printer); reels; payable; theme (including concept, colors, font, and/or words to evoke idea of wealth); placement/display of character, logo, name, graphics, and/or payable; layout (including size and/or shape of sections); light on top of the machine; and/or an indication that the machines are nearly identical with the only differences being graphics (including artwork and/or name) and/or the presence/absence of a topper.
- C. Respondents who identified one or more of the following trademark elements:
  - graphics (including the artwork and/or design *on* the machine);
  - character (including references to Mr. Money Bags, the New Money baby, and/or their hats);
  - name of the game (but not just words evoking idea of wealth); and/or
  - logo (implying a combination of the name of the game with the character and/or graphics).

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<sup>17</sup> In addition to identifying the manufacturer by name, these respondents may have identified one or more trademark and/or trade dress elements.

<sup>18</sup> We developed these definitions and groups of elements based on the following: (1) the definitions and explanations of VGT’s trade dress in the Complaint and in its discovery responses, (2) the deposition testimony from CHG’s employees identifying which VGT trade dress elements CHG copied, and (3) our review of the respondents’ verbatim responses to determine which terms consumers were most likely to use to describe each element. Although certain combinations of two of these trade dress elements could also be sufficient, I required a combination of three out of a desire to be conservative.

- D. Respondents who identified a combination of trade dress and trademark elements.
- E. Respondents who identified the overall look and feel (without identifying specific elements).
- F. Respondents who identified trade dress elements, but not enough to be included in Category B above (i.e., only elements from the Macro Group or only elements from the Micro Group or only one element from each).
- G. Respondents who gave only vague, ambiguous, unclear, and/or irrelevant responses.<sup>19</sup>

Results of these analyses are presented in Figures 3a and 3b.

**C. Results**

Figure 1a	Levels of Confusion of VGT (K) and CHG (M) Versus Controls
Figure 1b	Levels of Confusion of VGT (K) and CHG (M) Versus Controls (Graphic Summary No. 1)
Figure 1c	Levels of Confusion of VGT (K) and CHG (M) Versus Controls (Graphic Summary No. 2)
Figure 2a	Levels of Confusion of VGT (K) and CHG (M) Versus Controls – EGM Pairings
Figure 2b	Levels of Confusion of VGT (K) and CHG (M) Versus Controls – EGM Pairings (Graphic Summary)
Figure 3a	Reasons for Perceived Similarities of VGT (K) and CHG (M) Versus Controls
Figure 3b	Reasons for Perceived Similarities of VGT (K) and CHG (M) Versus Controls (Graphic Summary)

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<sup>19</sup> By “irrelevant” here, I refer to elements that I did not consider in this likelihood of confusion study.



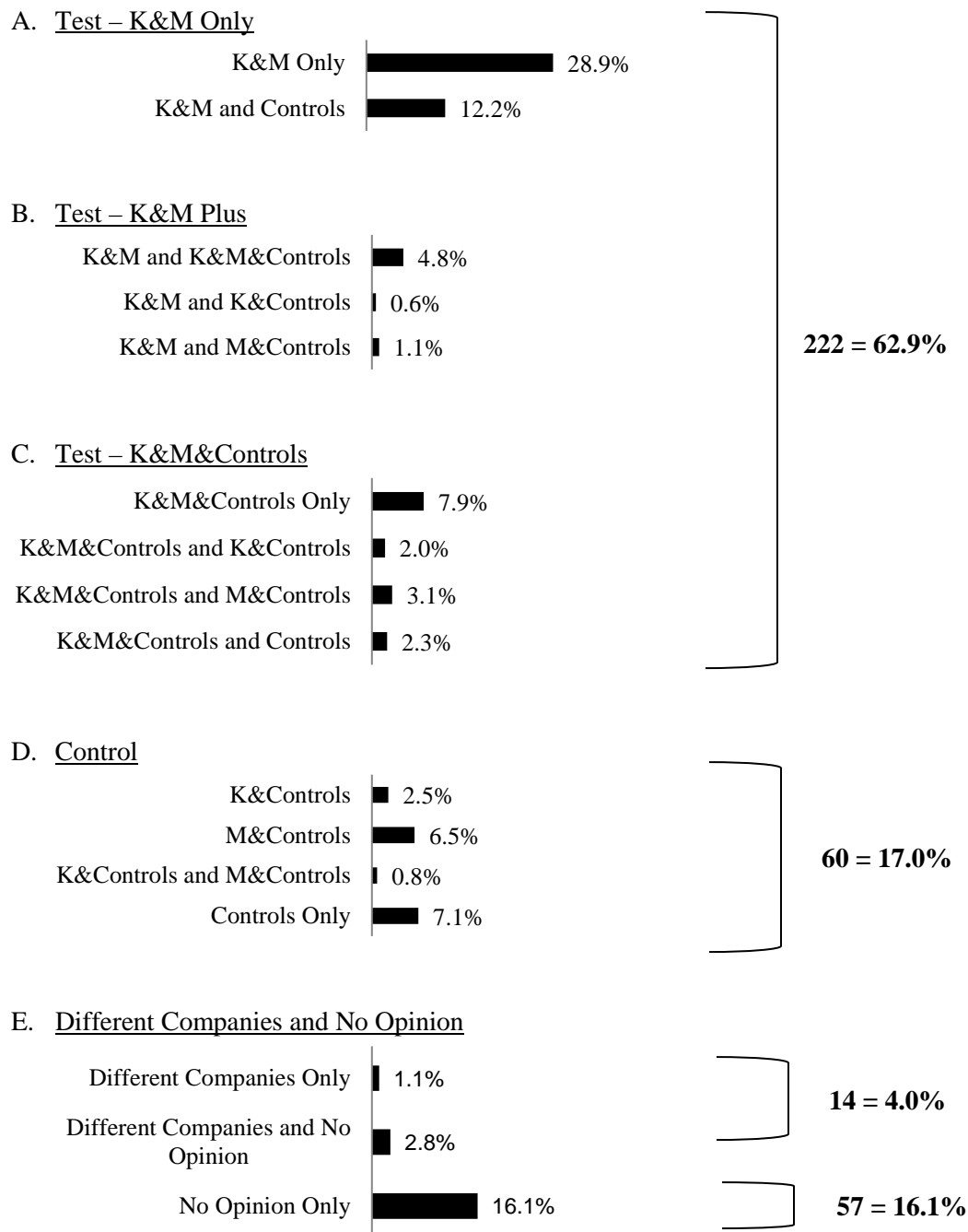
**Figure 1a**  
**Levels of Confusion of VGT (K) and CHG (M) Versus Controls**  
**(n=353)**

<b>Test Stimuli:</b> K (VGT), M (CHG) <b>Control Stimuli:</b> P (Konami), S (Scientific Games), T (IGT)	Net Q1a and Q2a and Q3a (N=353)		Made by same company Q1a (N=353)		Associated or affiliated Q2a (N=353)		Require permission or authorization Q3a (N=353)	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>Test<sup>^</sup></b>	<b>222</b>	<b>62.9%</b>	<b>187</b>	<b>53.0%</b>	<b>168</b>	<b>47.6%</b>	<b>45</b>	<b>12.7%</b>
<b>K&amp;M Only<sup>^</sup></b>	<b>145</b>	<b>41.1%</b>	<b>121</b>	<b>34.3%</b>	<b>105</b>	<b>29.7%</b>	<b>21</b>	<b>5.9%</b>
K&M and No Controls (pairing only K&M)	102	28.9%	78	22.1%	71	20.1%	7	2.0%
K&M and Controls (pairing K&M and pairing controls with other controls but not with K or M) <sup>^</sup>	43	12.2%	43	12.2%	34	9.6%	14	4.0%
<b>K&amp;M Plus</b>	<b>23</b>	<b>6.5%</b>	<b>23</b>	<b>6.5%</b>	<b>19</b>	<b>5.4%</b>	<b>10</b>	<b>2.8%</b>
K&M and K&M&Controls (pairing K&M and pairing one or more controls with K&M)*	17	4.8%	17	4.8%	14	4.0%	5	1.4%
K&M and K&Controls (pairing K&M and also pairing one or more controls with K)	2	0.6%	2	0.6%	2	0.6%	2	0.6%
K&M and M&Controls (pairing K&M and also pairing one or more controls with M)*	4	1.1%	4	1.1%	3	0.8%	3	0.8%
<b>K&amp;M&amp;Controls</b>	<b>54</b>	<b>15.3%</b>	<b>43</b>	<b>12.2%</b>	<b>44</b>	<b>12.5%</b>	<b>14</b>	<b>4.0%</b>
K&M&Controls and No Controls (pairing only K&M&Controls)	28	7.9%	20	5.7%	21	5.9%	3	0.8%
K&M&Controls and K&Controls (pairing K&M&Controls and also pairing one or more controls with K)	7	2.0%	5	1.4%	6	1.7%	3	0.8%
K&M&Controls and M&Controls (pairing K&M&Controls and also pairing one or more controls with M)	11	3.1%	10	2.8%	9	2.5%	5	1.4%
K&M&Controls and Controls (pairing K&M&Controls and pairing controls with other controls but not with K or M)	8	2.3%	8	2.3%	8	2.3%	3	0.8%
<b>Control<sup>^</sup></b>	<b>60</b>	<b>17.0%</b>	<b>38</b>	<b>10.8%</b>	<b>31</b>	<b>8.8%</b>	<b>9</b>	<b>2.5%</b>
<b>K or M with Control(s)</b>	<b>35</b>	<b>9.9%</b>	<b>22</b>	<b>6.2%</b>	<b>19</b>	<b>5.4%</b>	<b>6</b>	<b>1.7%</b>
K&Controls*	9	2.5%	5	1.4%	6	1.7%	2	0.6%
M&Controls*	23	6.5%	14	4.0%	11	3.1%	3	0.8%
K&Controls and M&Controls	3	0.8%	3	0.8%	2	0.6%	1	0.3%
<b>Controls Only<sup>^</sup></b>	<b>25</b>	<b>7.1%</b>	<b>16</b>	<b>4.5%</b>	<b>12</b>	<b>3.4%</b>	<b>3</b>	<b>0.8%</b>
<b>Different Companies Only</b>	<b>4</b>	<b>1.1%</b>	<b>37</b>	<b>10.5%</b>	<b>30</b>	<b>8.5%</b>	<b>79</b>	<b>22.4%</b>
<b>Different Companies and No Opinion</b>	<b>10</b>	<b>2.8%</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>	<b>0</b>	<b>0.0%</b>
<b>No Opinion Only</b>	<b>57</b>	<b>16.1%</b>	<b>91</b>	<b>25.8%</b>	<b>124</b>	<b>35.1%</b>	<b>220</b>	<b>62.3%</b>

\*Note: May include P/S/T EGM.

*Note: All differences between the test and control stimuli are statistically significant at the 95% level or higher.*

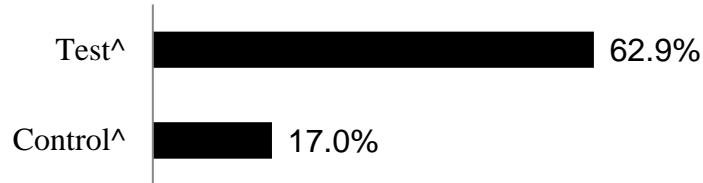
**Figure 1b**  
**Levels of Confusion of VGT (K) and CHG (M) Versus Controls**  
**(Graphic Summary No. 1)**  
**(n=353)**



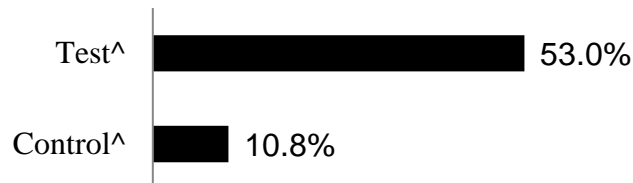
*Note: All differences between the test and control stimuli are statistically significant at the 95% level or higher.*

**Figure 1c**  
**Levels of Confusion of VGT (K) and CHG (M) Versus Controls**  
**(Graphic Summary No. 2)**  
**(n=353)**

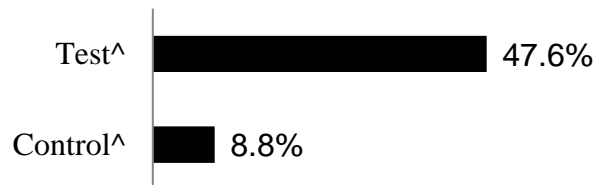
A. Overall (n=353)



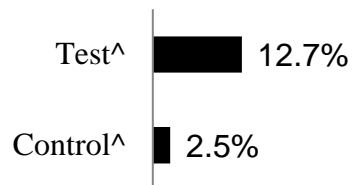
B. Q1a Made by the Same Company (n=353)



C. Q2a Associated or Affiliated (n=353)



D. Q3a Require Permission or Authorization (n=353)



^In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

***Note: All differences between the test and control stimuli are statistically significant at the 95% level or higher.***

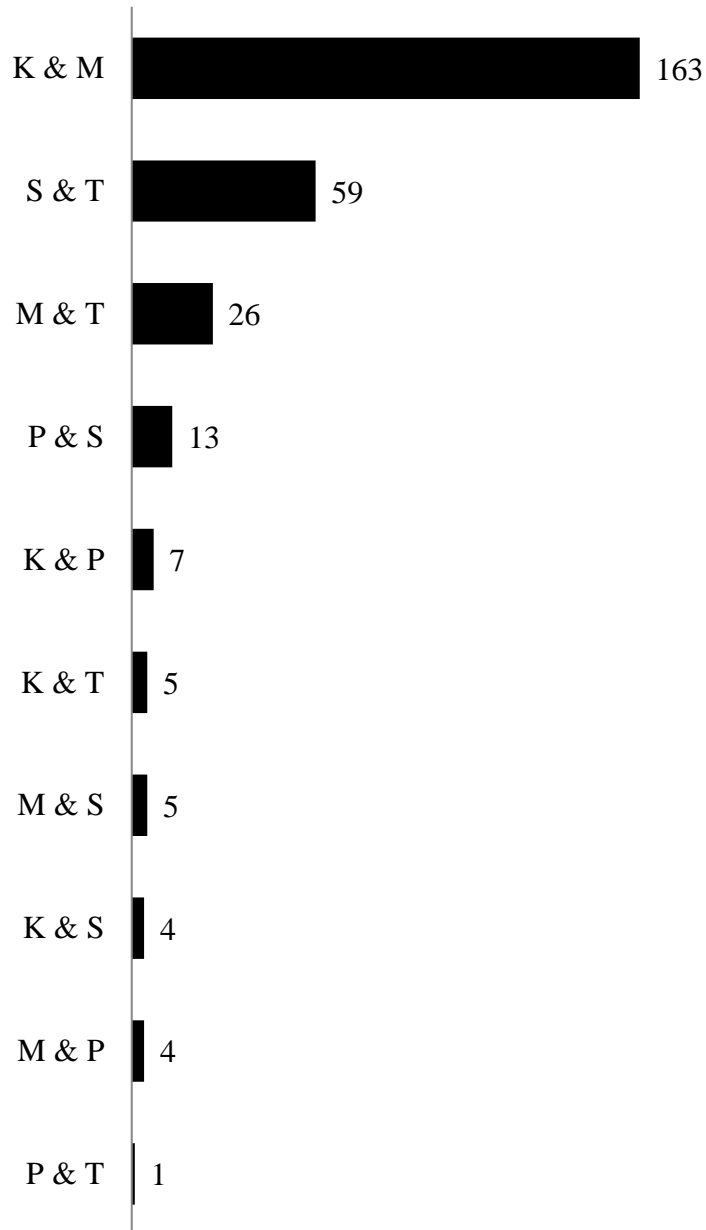
**Figure 2a**  
**Levels of Confusion of VGT (K) and CHG (M) Versus Controls - EGM Pairings**

<b>Stimuli: K (VGT), M (CHG)</b> <b>Control Stimuli: P (Konami), S (Scientific Games), T (IGT)</b>	NET Q1a or Q2a or Q3a (N=287)	
	Count	Percent
K & M	163	56.8%
S & T	59	20.6%
M & T	26	9.1%
P & S	13	4.5%
K & P	7	2.4%
K & T	5	1.7%
M & S	5	1.7%
K & S	4	1.4%
M & P	4	1.4%
P & T	1	0.3%

*Note: All differences between the test and control stimuli are statistically significant at the 95% level or higher.*

**Figure 2b**  
**Levels of Confusion of VGT (K) and CHG (M) Versus Controls – EGM Pairings**  
**(Graphic Summary)**

A. NET Q1a or Q2a or Q3a (n=287)



*Note: All differences between the test and control stimuli are statistically significant at the 95% level or higher.*

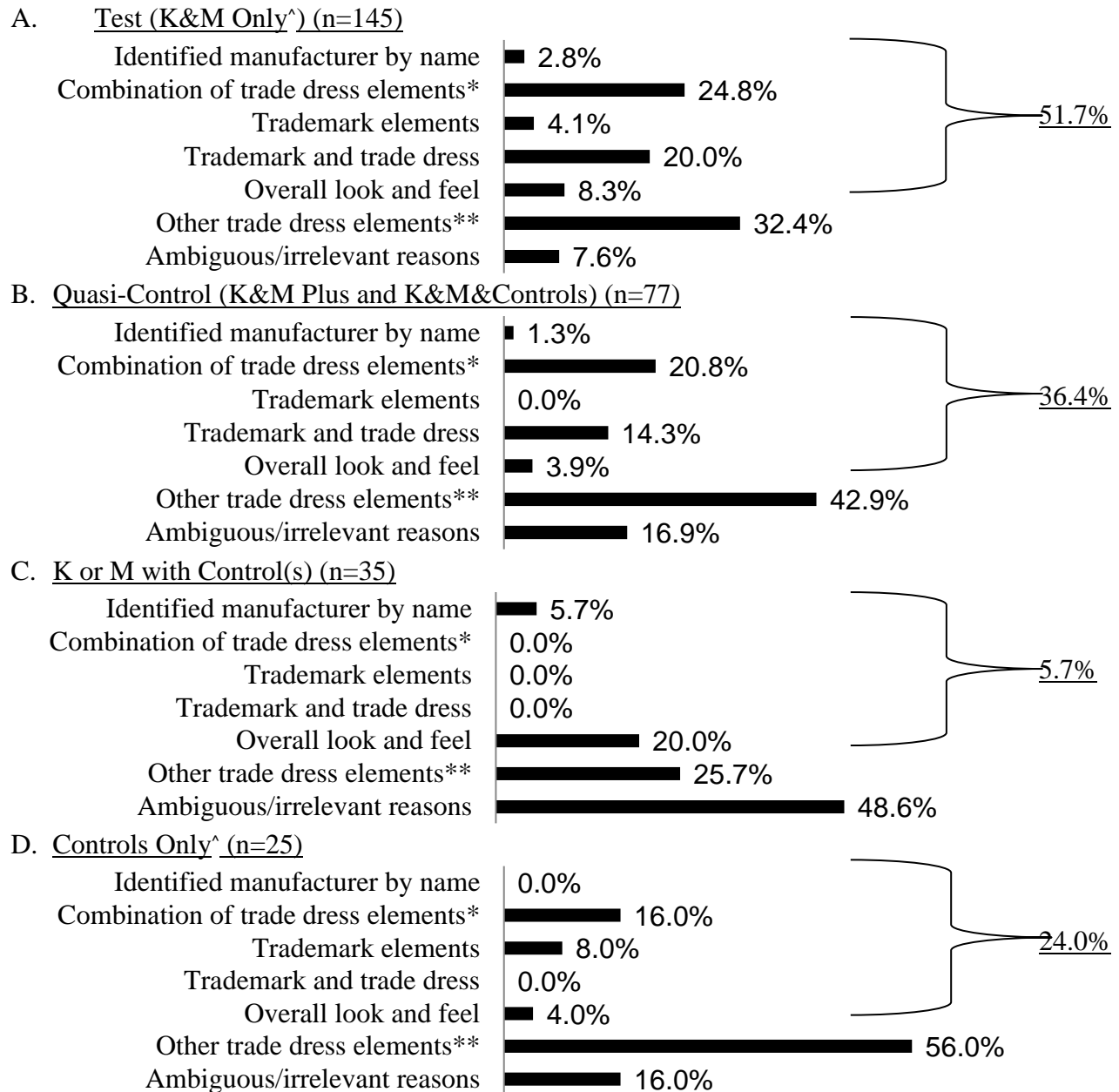
**Figure 3a**  
**Reasons for Perceived Similarities of VGT (K) and CHG (M) Versus Controls**

Similarities due to:	Test		Quasi-Control				Control			
	K&M Only^ (n=145)		K&M Plus (n=23)		K&M&Controls (n=54)		K or M with Control(s) (n=35)		Controls Only^ (n=25)	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>A. Total trademark and trade dress elements</b>	<b>75 of 145 (51.7%)</b>		<b>28 of 77 (36.4%)</b>				<b>8 of 60 (13.3%)</b>			
	75	51.7%	15	65.2%	13	24.1%	2	5.7%	6	24.0%
1) Identified manufacturer by name	4	2.8%	0	0.0%	1	1.9%	2	5.7%	0	0.0%
2) Combination of three or more trade dress elements with at least one element from Macro Group and one element from Micro Group	36	24.8%	7	30.4%	9	16.7%	0	0.0%	4	16.0%
3) Trademark elements	6	4.1%	0	0.0%	0	0.0%	0	0.0%	2	8.0%
4) Trademark <i>and</i> trade dress elements	29	20.0%	8	34.8%	3	5.6%	0	0.0%	0	0.0%
<b>B. Overall look and feel</b>	<b>12</b>	<b>8.3%</b>	<b>2</b>	<b>8.7%</b>	<b>1</b>	<b>1.9%</b>	<b>7</b>	<b>20.0%</b>	<b>1</b>	<b>4.0%</b>
<b>C. Trade dress elements from only one group or only one from each group</b>	<b>47</b>	<b>32.4%</b>	<b>6</b>	<b>26.1%</b>	<b>27</b>	<b>50.0%</b>	<b>9</b>	<b>25.7%</b>	<b>14</b>	<b>56.0%</b>
1) Identified features from only Macro Group	22	15.2%	3	13.0%	17	31.5%	6	17.1%	5	20.0%
2) Identified features from only Micro Group	10	6.9%	0	0.0%	5	9.3%	2	5.7%	6	24.0%
3) Identified only one feature from Macro Group and one from Micro Group	15	10.3%	3	13.0%	5	9.3%	1	2.9%	3	12.0%
<b>D. Vague, ambiguous, unclear, and/or irrelevant reasons</b>	<b>11</b>	<b>7.6%</b>	<b>0</b>	<b>0.0%</b>	<b>13</b>	<b>24.1%</b>	<b>17</b>	<b>48.6%</b>	<b>4</b>	<b>16.0%</b>

^In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions. The specific classification of the responses is explained in Appendix F-4.

***Note: All differences between the test and control stimuli are statistically significant at the 95% level or higher.***

**Figure 3b**  
**Reasons for Perceived Similarities of VGT (K) and CHG (M) Versus Controls**  
**(Graphic Summary)**



^In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions. The specific classification of the responses is explained in Appendix F-4.

\*Note: This category includes respondents who identified a combination of three or more trade dress elements, with at least one element from the Macro Group and one element from the Micro Group, as outlined in the analysis section above.

\*\*Note: This category includes respondents who identified trade dress elements, but only elements from the Macro Group or only elements from the Micro Group or only one element from each.

**Note: All differences between the test and control stimuli are statistically significant at the 95% level or higher.**

#### **D. Conclusions of Study**

The results of the above experiment lead me to the following core conclusions:

1. VGT and CHG EGMs are perceived by most consumers as coming from the same source (*i.e.*, either made by the same company, made by affiliated companies, or made by companies related through the grant of permission) and at a rate nearly four times the level of confusion among the control EGMs;
2. The level of confusion between the VGT EGMs and CHG EGMs is also shown in the results of EGM pairings, in which respondents identified them as associated nearly three times as often as the nearest pair and more than all other pairs combined;
3. The level of confusion between the VGT and CHG EGMs is primarily due to the similarity of their trademark and/or trade dress elements; and
4. The difference between the test responses and the two sets of control responses – quasi-controls and controls – with respect to this part of the analysis is also significant.

In summary, the experiment shows that among relevant consumers there is a likelihood of confusion between the VGT and CHG EGMs at issue in this litigation.

#### **V. Analysis of Other Relevant Evidence**

The objective of this section is to assess whether other relevant evidence is consistent with the results of the consumer study. If other evidence suggests that confusion is likely between VGT and CHG EGMs, the study's convergent finding is more likely to be valid.

I carried out this assessment by considering evidence as to five issues: (i) strength of the trademarks and trade dress that VGT uses in connection with its EGMs; (ii) CHG's intent in designing its EGMs; (iii) similarity of the VGT and CHG EGMs; (iv) similarity of the context in which the VGT and CHG EGMs appear in the market; and (v) actual confusion between VGT and CHG EGMs. A list of the materials that I reviewed for this part of the report is included as Appendix H.

Based on my review, and as discussed below, evidence in each category supports the conclusions that flow from the study.

##### **A. Strength of VGT's EGM Trademarks and Trade Dress**

The stronger the trademarks and trade dress, the more likely it is that emulation of those trademarks and/or trade dress will lead to confusion because consumers are more likely to remember strong trademarks and trade dress and are more likely to associate them with a wider range of products.













































The study findings show consistently high levels of confusion. Notably, 47.6% associated CHG's EGM with VGT's EGM in response to at least one of the three standard baseline questions. Another 15.3% of the respondents associated those EGMs, but also associated their source with the source of at least one other EGM. These numbers dwarfed the results for the controls: overall, only 17.0% of the respondents associated any combination of EGMs not involving the VGT and CHG EGMs.

In addition, when one considers responses that identified a pair of just two EGMs as coming from the same source, 163 respondents identified the pair of VGT and CHG EGMs, nearly tripling the next highest pair of EGMs (the S and T controls) at just 59 responses. Furthermore, the number of respondents pairing the VGT and CHG EGMs (163) is greater than the number of all other pairings combined (124).

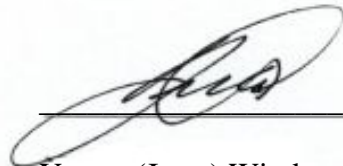
When examining the reasons that respondents associated CHG's EGM with VGT's EGM, the results show that most of the confusion is due to their trademarks and/or trade dress. Whereas more than half of the respondents who confused CHG's EGM with VGT's EGM cited the trademarks and/or trade dress in their responses to the follow-up questions, only 5.7% of the true control respondents (those who identified K or M along with controls) cited the trademarks and/or trade dress in their responses (moreover, the two responses that fell under this category were actually incorrect identification of the manufacturers and did not explicitly identify any trademarks or trade dress).

The results of this study are further validated by other relevant evidence, which supports the conclusions that VGT's trademarks and trade dress are strong, CHG intended to copy VGT's EGMs, including its trademark and trade dress elements, the VGT and CHG EGMs are similar, the usage context of VGT and CHG EGMs is nearly identical, if not identical, and there has been actual confusion between VGT and CHG EGMs. These findings, too, provide confirmation for one another – they show that CHG had a motive to emulate VGT's EGMs, that CHG acted on its motivation, and that CHG was successful in copying key elements of VGT's EGM's, leading to actual confusion.

In addition, because there is evidence that the similarities between the VGT and CHG EGMs extend beyond the visual into the realms of audio, video, and gameplay, there is reason to believe that the results of the study are underestimating the rate of confusion – and perhaps dramatically so.

In summary, this strong convergence validity leads me to conclude with a high level of professional confidence that there is a likelihood of confusion between the CHG and VGT EGMs at issue in this litigation.

September 24, 2018

  
Yoram (Jerry) Wind

## **Appendix A**

### **Research Now's Panels**

#### **The Research Now Internet Panel**

All respondents for the current study were recruited from the online panels maintained by Research Now. Research Now has been providing high quality, proprietary, research-only online panel samples since 2001. Research Now is an independent source for permission-based data collection, with more than 20 offices around the world and 3.2M members.

Research Now partners with a diverse set of globally recognized consumer and business- facing brands to identify individuals who are profiled along multiple dimensions. Only pre- validated individuals -- or individuals who share known characteristics -- are invited to enroll in the e-Rewards panel. To exclude duplication, panel sources are assessed during the project set-up, using a Browser Fingerprinting technology.

The universe includes members of the Research Now Consumer Panel in US, who met the following criteria:

- Residents of Texas, Oklahoma, Kansas, Missouri and Arkansas

# ANSWERS TO ESOMAR'S 28 QUESTIONS



## INTRODUCTION

The primary aim of these 28 Questions is to increase transparency and raise awareness of the key issues for researchers when considering whether an online sampling approach is fit for their purpose. A related aim is to ensure that what they receive meets their expectations.

This is an update to ESOMAR's 26 Questions to Help Research Buyers of Online Panels, which were also designed to facilitate consistent terminology use by providers when stating how they maintain quality and to enable buyers to compare the services of different suppliers.

ESOMAR has updated the text to take into account the on-going development of techniques. While some of the questions remain relevant, new questions have also been added in order to include the new techniques and technology in this area.

These 28 Questions complement ESOMAR's Guideline for Online Research, which was revised in 2011 to add updated legal and ethical guidance and new sections on privacy notices, cookies, downloadable technology and interactive mobile research.

## COMPANY PROFILE

1. What experience does your company have in providing online samples for market research?

Research Now has been providing high quality, proprietary, research-only online panel samples since 2001. We are an independent single source for permission-based data collection across Europe, the Middle East, the Americas and Asia-Pacific.

We manage thousands of projects every month, for which we provide samples, survey programming, data processing and other field services, as requested.

These are executed by our industry-leading Programming and Project Management teams. We are experienced, research-literate, multi-lingual data collection specialists, servicing our clients across more than 20 offices worldwide.



## SAMPLE SOURCES AND RECRUITMENT

2. Please describe and explain the type(s) of online sample sources from which you get respondents. Are these databases? Actively managed research panels? Direct marketing lists? Social networks? Web intercept (also known as river) samples?

All of our panels are actively-managed online access panels, which include the Valued Opinions and the e-Rewards opinion panels. The panels are proprietary and built over a decade of experience. All panels are localised, not just translated, with native language panel support and country- specific reward choices.

We run a multitude of recruitment campaigns, from email and online marketing channels with hundreds of diverse online affiliate partners and targeted websites to our various panels, supporting both “open enrolment” and “by-invitation-only” models.

“By-invitation-only” is a method of exclusively inviting pre-validated individuals, or individuals who share known characteristics, to enrol in our market research panels, partnering with a diverse set of globally recognised consumer and business-facing brands.

3. If you provide more than one type of sample source: How are the different sample sources blended together to ensure validity? How can this be replicated over time to provide reliability? How do you deal with the possibility of duplication of respondents across sources?

Research Now works to optimally blend our proprietary sample sources, according to guidelines provided by independent research advisors Marketing Inc.

We ensure transparency for our clients by informing them should an external panel partner be required to complete quotas.

To exclude duplication we assess the panel sources during the project set-up and apply Browser Fingerprinting technology. Browser Fingerprinting is centralised for all projects using a combination of our sample sources.

4. Are your sample source(s) used solely for market research? If not, what other purposes are they used for?

Yes, absolutely. Research Now's panels are used for market research purposes only. This applies to all of our proprietary panels across the world without exception.

This is done to prevent response biases and, therefore, the validity of the sample delivered.

5. How do you source groups that may be hard to reach on the internet?

We design recruitment campaigns to specifically target hard-to-reach population segments by selecting unique sources and applying tailored campaigns.

In order to guarantee our detailed knowledge of the specificities of our panellists, we employ hundreds of profiling attributes on our panels.

Due to the size of our panels we can drill down to incidence rates sub 1-2%. To facilitate this process, we have deeply profiled our panels and deploy carefully designed pre-screeners to collect information for niche sample targets, such as Finance, IT decision makers and ailments.

6. If, on a particular project, you need to supplement your samples with samples from other providers, how do you select those partners? Is it your policy to notify a client in advance when using a third party provider?

We ensure transparency for our clients by informing them should an external panel partner be required to complete quotas.

If a further source is required to complete quotas, we use external panel providers.

We only use trusted panel partners and operate on the basis of a preferred supplier list. We will always communicate to our clients in the event of using a non-proprietary panel.

Our dedicated team has thoroughly sourced and built a global database



of panel suppliers. Before employing third-party sample, external providers must comply with a pre-identified set of questions and provide credentials. We would, for example, ask them whether they have specialty panels, which countries they can cover, their panel book and whether they have a set minimum incidence or a maximum Length Of Interview (LOI), etc.

## SAMPLING AND PROJECT MANAGEMENT

### 7. What steps do you take to achieve a representative sample of the target population?

Sample selection is based on the sample needs and client requirements

for each individual survey. Ideally, a pre-profiled sample is used to minimise screen-outs and provide a better quality panellist experience. Customised sampling, e.g. nationally representative outgo, is also available.

Research Now balances the sample for clients on outbound, inbound, and completes quotas, using a wide range of targeting criteria from simple demographics to more complex behavioural and attitudinal profiling.

Once the sample has been selected, email invites are automatically randomised so as not to induce bias.

Sample can also be subject to category restrictions. This is a process whereby all projects are coded with subject tags so that respondents who have taken part in surveys on one of the pre-coded subjects over a stated time period can be excluded, e.g. a survey on alcohol in the last 3 months. As a rule, we apply major category exclusions to surveys on a three month basis. Criteria can be more restrictive on demand.

### 8. Do you employ a survey router?

Yes, in select countries with sufficient volumes of surveys and members to support proper randomisation, and only with client approval. Research Now has two router platforms, both of which use "second chance" routing technology. They are employed solely to redirect respondents who were terminated from a survey they had been invited to take in order to direct them to another survey. Research Now

does not currently employ routers that initially assign respondents to surveys.

9. If you use a router: Please describe the allocation process within your router. How do you decide which surveys might be considered for a respondent? On what priority basis are respondents allocated to surveys?

We use routers to redirect members who did not match the qualifying criteria for the survey they were taking to one that corresponds to their demographic information. To be eligible, the invited members must not have exceeded panel participation limits.

10. If you use a router: What measures do you take to guard against, or mitigate, any bias arising from employing a router? How do you measure and report any bias?

Research Now only employs routers that reassign disqualified members to surveys, and does so randomly, without prioritisation or weighting. Total usage is less than one-third of all globally completed surveys.

11. If you use a router: Who in your company sets the parameters of the router? Is it a dedicated team or individual project managers?

Our Panel Operations and Research Standards teams are primarily responsible for router practices, configuration and settings. Their leaders also head a global team of sampling and research experts who assist with thought leadership and 'research on research'.

12. What profiling data is held on respondents? How is it done? How does this differ across sample sources? How is it kept up-to-date? If no relevant profiling data is held, how are low incidence projects dealt with?

We profile our proprietary samples (Valued Opinions and e-Rewards) using the same criteria. The collection and updating of this profiling is ensured via various approaches.

Basic demographic information (e.g. age, gender, region, household demographics) is collected at registration. A verification email and short survey are immediately sent to collect further profiling data. Panellists also have the option to enter profile information via their member page at any point.

Specific screeners or profiling surveys are run when Research Now is building a particular sub-panel (e.g. automotive, mobile phone habits or financial services etc.) or for a particular project. If the data collected as part of this process is re-useable, it becomes part of the member profile.

Profiling data is constantly updated. Panellists are regularly prompted to re-enter profiling criteria in order to ensure accuracy of segmentation and respondents.



13. Please describe your survey invitation process. What is the proposition people are offered to take part in individual surveys? What information about the project itself is given in the process? Apart from direct invitations to specific surveys (or to a router), what other means of invitation to surveys are respondents exposed to? You should note that not all invitations to participate take the form of emails.

At the time of enrolment, new panellists are asked to join an online market research panel. At this point, it is made clear that it is for research purposes only and that this is not part of a sales process.

In each survey invite, panellists are informed about the survey topic, in a topline, non-leading way, before participation. Panellists are rewarded for taking part in surveys with a structured incentive scheme, reflecting the length of the survey and the nature of the sample. Panellists are supported by a dedicated team and have the option to unsubscribe at any time. Panel Management is compliant with market research industry standards, data protection and privacy laws.

For examples of our Terms and conditions in individual markets, please refer to:

- <http://www.valuedopinions.co.uk/terms-and-conditions/>
- <http://www.e-rewards.co.uk/memberagreement.do>.

14. Please describe the (various) incentives that respondents are offered for taking part in your surveys. How does this differ by sample source, by interview length, by respondent characteristics?

Research Now uses an incentive scale, which is based on set time increments and the panellist's profile. For example, a medical practitioner would generally be paid a significantly higher incentive per completed survey than the average consumer.

The incentives to be awarded for these "specialist" opinions are discussed with the client, so that they are attractive enough to make cash rich/time poor individuals

want to participate. All incentives are only awarded once the survey has been completed.

The incentive options allow panellists to select from a large range of gift cards, points programmes and partner products/services.

15. What information about a project do you need in order to give an accurate estimate of feasibility using your own resources?

In order to accurately assess whether we will be able to help with a particular project, we require the following information:

- Target country
- Profile of the target audience
- Desired sample size
- Expected incidence on targeted sample and/or incidence on general population;
- Presence of sub-quotas
- Length of the interview (as this can affect response and abandon rates) With this data available, we will then be able to accurately measure the extent to which we will be able to deliver on a certain target or find solutions to help our clients collect the data they need.

16. Do you measure respondent satisfaction? Is this made available to clients?

We conduct member satisfaction surveys and project feedback studies. We regularly measure panellist satisfaction with elements, such as frequency of invitations, value and diversity of incentives and redemption choices, their willingness to complete various lengths of surveys and our level of responsiveness to any questions or concerns they share with our Member Services team.

Additionally, at the end of selected completed surveys, we gather feedback from participants about their experience. This data is available to clients on an aggregate basis, as a benchmark for each of the surveys they run.

17. What information do you provide to debrief your client after the project has finished?

For projects where Research Now provides programming and hosting services, we capture all participation history, the date of entry and panel recruitment source for each member. Provided this does not involve the disclosure of personally identifiable information, Research Now is able to provide this to clients as a report on request.

For full service projects where Research Now hosts the survey, it is also possible to see a full survey activity report for each project.

The key statistics from such a report detail:

- Fieldwork dates
- Total number of survey invitations sent
- Number of surveys started
- Number of screen-outs/quota-fulls and survey drop-outs
- Number of completes

Additionally, we collect our panellists' feedback about their survey experience in order to measure their satisfaction. We can provide this data on demand. It can be helpful to spot strong points and weaknesses in the research design itself.



## DATA QUALITY AND VALIDATION

18. Who is responsible for data quality checks? If it is you, do you have procedures in place to reduce or eliminate undesired within survey behaviours, such as (a) random responding, (b) illogical or inconsistent responding, (c) overuse of item non-response (e.g. "Don't Know"), or (d) speeding (too overly rapid quick survey completion). Please describe these procedures.

Data quality is at the forefront of Research Now's role as a provider of digital data so, for surveys where Research Now provides the programming and hosting, we will run a series of quality checks on the data collected.

We monitor the quality of our data as follows:

- a. **Random responding** - Review of the data to ensure that answers are logical; we also have additional logic checks built into the script to ensure respondents cannot continue if they try to submit an illogical answer.
- b. **Illogical or inconsistent responding** - This is monitored and detected by use of logic checks that are programmed into the script. To ensure that these are fully activated, the project manager completes the survey and attempts to bypass the logic. The Quality Assurance team will also re-check the link to ensure that the logic that has been programmed is operating correctly prior to the survey going live.
- c. **Overuse of item non-response (e.g. 'Don't Know')** - Research Now refers to these respondents as flatliners. They are captured and removed from the final data during our quality checks.
- d. **Speeding (overly rapid quick survey completion)** - Responses where the completion time is less than 30% of the median length of the survey are identified across the entire sample. The project manager checks the route that the respondent followed to ensure they have not bypassed

a significant section of the survey, along with a sense check of any verbatim. If this is found to be the case, they are classified as speeders and removed from the final data.

We work closely with our clients in order to reduce occurrences of survey offending and monitor offenders, employing different techniques to address the behaviour of respondents who regularly provide poor quality data.

A well-designed survey has often proven to be the best way to reduce data quality issues. Research Now can help clients and provide feedback based on their rich experience and industry best practice.

19. What limits, if any, do you place on solicitation for surveys? i.e. how often can any individual be contacted to take part in a survey whether they respond to the contact or not? How does this vary across your sample sources?

Each panellist is assigned an individual ID, so that we can record their entire survey participation history. This means that we can carefully select panel members for each survey to ensure that they are not only relevant, but also not over-contacted.

We therefore have limits on how many survey invitations panellists are sent. These limits vary depending on country and sample source, from a maximum of one invite every 24 hours to one every 8 hours for our B2C panellists, with a much lower limit applied to our most hard-to-reach respondents, such as C-Level panellists, in order to protect them from excessive pressure. For an additional level of protection, we also impose cumulative weekly and monthly limits on participations.

Upon request, we can exclude respondents who have participated in either a survey on the same topic or for the same client from being re-invited.

The timeframe on these limits can be stipulated by the client.

20. What limits, if any, do you place on survey participation, i.e. how often can any individual take part in a survey? How does this vary across your sample sources? How do you manage this within categories and/or time periods?

In order to avoid "professional" panellists, we limit survey participation. This avoids excessive survey participation, which would otherwise create survey fatigue and potential bias.

We place a limit on both the number of invites available to all our members and on the number of qualified completes. B2B respondents have additional levels of protection from being overused.



21. Do you maintain individual level data such as recent participation history, date of entry, source, etc., on your survey respondents? Are you able to supply your client with a per-job analysis of such individual level data?

We hold the entire survey participation history of every respondent on our panel. Each panellist is assigned an individual ID number – this stays with them throughout their panel membership and allows us to track their history, date of entry, source, etc.

We can also provide per-job analysis to clients.

22. Do you have a confirmation of respondent identity procedure? Do you have procedures to detect fraudulent respondents? Please describe these procedures as they are implemented at sample source registration or at the point of entry to a survey or router. If you offer B2B samples, what are the procedures there, if any?

We have a series of defined processes in place to ensure the high quality of our respondents. It includes checking for duplicate respondents by looking at variables, such as email address, matches across several forms of demographic data, as well as device-related data through our use of Imperium's Relevant ID .

Over the course of their membership, our Quality Management systems help us confirm the identities of all our panels. Additionally, the nature of our "by-invitation only" panellists allows us to be fully confident in their demographic details.

Research Now offers True Sample in the US, UK, Canada and Germany. With TrueSample, panellist identity is validated using 3rd party databases.

A second series of processes help us identify invalid responses and, consequently, eliminate the offenders.



## POLICIES AND COMPLIANCE

23. Please describe the 'opt-in for market research' processes for all your online sample sources.

All our panellists are required to double opt-in.

New panellists who enrol complete our website panel registration form. An email is then deployed to further confirm that they consent to opt-in to the panel.

New panellists who re-confirm their opt-in become a part of the active panel and are eligible to be invited to participate in surveys.

Panellists who do not re-confirm their opt-in will not be activated or contacted to participate in a survey.

24. Please provide a link to your Privacy Policy. How is your Privacy Policy provided to your respondents?

We follow all regional, national and local laws with respect to privacy and data protection. As such, the privacy policy for each panel adheres to local law.

We ensure our panels comply with all applicable industry standards set by ESOMAR, MRS (UK), AMSRS (Australia), BVM (Germany), CASRO (US), MRA (US), MRIA (Canada), etc.

This includes, adhering to the following guidelines:

- Voluntary cooperation of panellists
- Protection of researchers' and respondents' identities
- Terms & Conditions and Privacy Policies compliant with local laws
- State-of-the-art data security policies and measures
- Reliable and validated data procedures
- Strict adherence to rules governing the interviewing of children and young people

In our main markets, panel privacy policies are audited and approved by Trust-e, the online privacy trust mark.

For examples of our privacy policies in individual markets,  
please refer to:

- <http://www.valuedopinions.co.uk/privacy-policy/>
- <http://www.e-rewards.com/privacypolicy.do>

25. Please describe the measures you take to ensure data protection and data security.

### **Data Protection**

Research Now follows all local data protection regulations. Our Training teams conduct extensive training on Data Protection with client-facing staff, highlighting industry (MRS, CASRO, etc.) and legal recommendations. Our in-house legal team is available for advice in any situation. As a sign of our dedication to data privacy, our largest country panels are all approved by TRUSTe, the industry's most widely recognised and respected privacy seal. Our Australian branch is ISO 20252 accredited, further proof of our commitment to quality.

### **Data Security**

We have secure servers to carry out the collection of survey data. Sampling is undertaken using highly encrypted links to the database servers. Personal information is fully protected and can only be communicated following a strict procedure. We also use randomisation procedures to ensure that there is no preferential treatment of certain parts of the database. Our sampling teams do not have direct access to the database to reveal the identity of users.

Survey data remains anonymous and is linked to the panel database using numeric IDs, so the identity of the end-user (panellist) is always protected.

26. What practices do you follow to decide whether online research should be used to present commercially sensitive client data or materials to survey respondents?

Once fieldwork is commissioned, we will make sure the client is comfortable with any commercially sensitive material being presented or discussed in the course of the project.

During sign-up, our panellists agree that they will treat the information they are shown in the strictest confidence.

There are two levels of security features for scripting: standard security is applied by default to all projects, while premium security is only enabled on request and may incur an additional charge to the client.

Among the solutions developed by our scripting teams, we have, for example, tools to disable screenshots and copy-pasting, circumvent video buffering and use streaming, so that the web browser cannot store the content. We also have ways to watermark an image with our respondent's ID number.

27. Are you certified to any specific quality system? If so, which one(s)?

Research Now has established a defined project management process for each of the thousands of projects managed around the world each month. This is supported by a carefully documented procedure form, which is managed and maintained by our project managers from project kick-off to delivery.

In APAC, our Australian office complies with ISO 20252 management system standards.

28. Do you conduct online surveys with children and young people? If so, do you adhere to the standards that ESOMAR provides? What other rules or standards, for example COPPA in the United States, do you comply with?

We occasionally conduct online surveys with children and young adults. In these instances, we adhere to ESOMAR standards and all applicable local regulatory and legal requirements, including COPPA in the US.

When we target respondents that are below the legal age to participate, they are recruited via their parent/guardian and only interviewed with parental permission.

Parents are provided with full details about each survey and its objectives. They can also view the survey prior to the child, should they wish.



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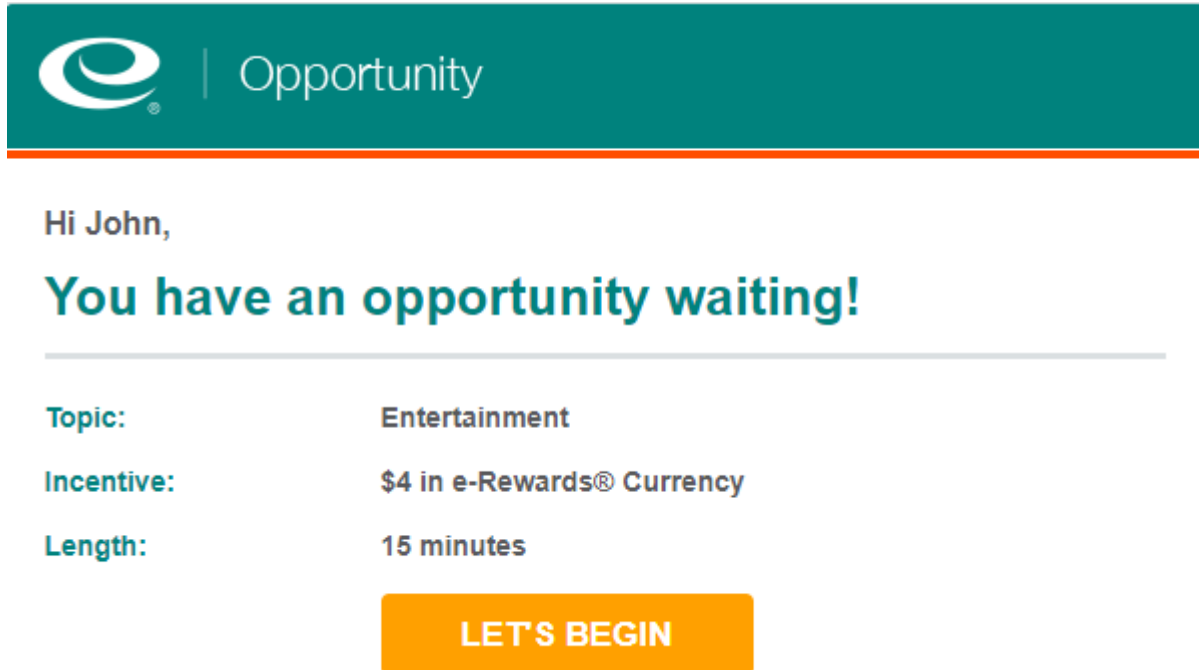
[www.researchnow.com](http://www.researchnow.com)  
[infoUK@researchnow.com](mailto:infoUK@researchnow.com)

London: +44 (0) 207 084 3000

**Appendix B**  
**The Questionnaire**

**SURVEY**

**INTRODUCTION**



**S0. Before continuing with this survey, please carefully read these instructions:**

- Please take the survey in one session.
- Please take the survey on a desktop, laptop, or tablet computer.
- Please do not open any other windows or tabs on this computer or any other computer while taking this survey.
- Please do not use any cell or smart phone while taking this survey.
- Please do not view any other material while taking this survey.
- Please do not consult or talk with any person while taking this survey.

Select one

- ☐ I have read the above instructions, understand them and will follow them
  - ☐ I do not understand the above instructions, or I don't wish to follow them
- [TERMINATE IF S0 = I DO NOT UNDERSTAND THE ABOVE INSTRUCTIONS, OR I DON'T WISH TO FOLLOW THEM]**

S2. Give the CAPTCHA test

**[SHOW CAPTCHA]**

Do not use any spaces.

---

**[TERMINATE IF CAPTCHA TEST FAILED TWICE]**

**THE SCREENER**

S3. What is your gender?

Select one

- ☐ Male
- ☐ Female

S4. What is your age?

Please enter a whole number

---

**[TERMINATE IF AGE UNDER 18]**

S5. What is your zip code?

Please enter only the first five digits.

---

S6. Do you work in any of the following industries?

Select all that apply.

- ☐ Advertising agency
- ☐ Education
- ☐ Energy or utilities
- ☐ Information Technology
- ☐ Government
- ☐ Healthcare or pharmaceuticals
- ☐ Legal
- ☐ Marketing research
- ☐ Casino or manufacturer/distributor of gambling machines
- ☐ Race track (horse or dog)
- ☐ None of these

**[TERMINATE IF S6 = ADVERTISING AGENCY, MARKETING RESEARCH OR CASINO OR MANUFACTURER/DISTRIBUTOR OF GAMBLING MACHINES]**

S7. Which of the following have you done within the past year?  
Select all that apply.

- ☐ Ridden a horse
- ☐ Visited New Orleans
- ☐ Visited a casino
- ☐ Water skied
- ☐ Travelled outside the county
- ☐ Played online poker
- ☐ Played video games on a PC or console
- ☐ Purchased a boat
- ☐ Gone hunting
- ☐ Purchased a car online
- ☐ None of these

**[SHOW LIST IN SAME ORDER AS S7]**

S8. Which of the following do you anticipate doing within the next year?  
Select all that apply.

- ☐ Ride a horse
- ☐ Visit New Orleans
- ☐ Visit a casino
- ☐ Water ski
- ☐ Travel outside the county
- ☐ Play online poker
- ☐ Play video games on a PC or console
- ☐ Purchase a boat
- ☐ Go hunting
- ☐ Purchase a car online
- ☐ None of these

**[TERMINATE IF S7 = VISIT A CASINO AND S8 = VISIT A CASINO ARE BOTH NOT  
SELECTED]**

**[ASK IF S7 = VISIT A CASINO]**

S9. Have you visited a casino in any of the states listed below within the past year?  
Select all that apply.

- ☐ Oklahoma
- ☐ Texas
- ☐ California
- ☐ New Jersey
- ☐ Nevada
- ☐ None of these

**[ASK IF S8 = VISIT A CASINO]**

S10. Do you plan to visit a casino in any of the states listed below within the next year?  
Select all that apply.

- ☐ Oklahoma
- ☐ Texas
- ☐ California
- ☐ New Jersey
- ☐ Nevada
- ☐ None of these

**[TERMINATE IF S9 AND S10 NOT = OKLAHOMA]**

**[ASK IF S7 = VISIT A CASINO]**

S11. When you visited a casino in Oklahoma in the past year, in what types of gambling did you engage, if any?  
Select all that apply

- ☐ Tables games (such as poker, blackjack and craps)
- ☐ Slot or bingo machines
- ☐ Sportsbook betting
- ☐ Other type of gambling
- ☐ I did not gamble
- ☐ Don't know

**[ASK IF S8 = VISIT A CASINO]**

S11A. When you visit a casino in Oklahoma in the next year, in what types of gambling do you anticipate engaging, if any?

Select all that apply

- ☐ Tables games (such as poker, blackjack and craps)
- ☐ Slot or bingo machines
- ☐ Sportsbook betting
- ☐ Other type of gambling
- ☐ I do not anticipate gambling
- ☐ Don't know

**[TERMINATE IF S11 = SLOT OR BINGO MACHINES AND S11A = SLOT OR BINGO MACHINES ARE BOTH NOT SELECTED]**

You have qualified to take this survey. Thank you for your time today.  
If you wear glasses or contacts, please have them on for this survey.

## MAIN QUESTIONNAIRE

On the next screen, we will show you five gaming machines that you may see in an Oklahoma casino.

S12. Do you see the five machines in color?



Select one

- ☐ Yes
- ☐ No

[TERMINATE IF S12 = NO]

Please look at the five machines the way you normally would before selecting a machine to play. You can zoom in to see any element of a machine better.





Q1. Now looking at these machines,

- (a) do you think that any of these machines are made by the same company? OR  
(b) do you think that each of the machines is made by a different company OR  
(c) don't you have an opinion?



Select one

- ☐ Two (or more) of the machines are made by the same company
- ☐ Each of the machines is made by a different company
- ☐ No opinion

**[ASK IF Q1 = TWO (OR MORE) OF THE MACHINES ARE MADE BY THE SAME COMPANY]**

Q1a. Which machines do you think are made by the same company? Please select the machines that you think are made by the same company.



- ☐ K
- ☐ M
- ☐ P
- ☐ S
- ☐ T

**[ASK IF Q1 = TWO (OR MORE) OF THE MACHINES ARE MADE BY THE SAME COMPANY]**

Q1b. What makes you think that the machines you listed (**Q1A ANSWERS**) are made by the same company?

**[SHOW ONLY IMAGES CHOSEN AT Q1A]**



Please be specific

---

**[ASK IF Q1 = TWO (OR MORE) OF THE MACHINES ARE MADE BY THE SAME COMPANY]**

Q1bb. What do you mean by (**Q1B RESPONSE**)?

---

[ASK IF Q1 = TWO (OR MORE) OF THE MACHINES ARE MADE BY THE SAME COMPANY]

Q1c. Anything else?

[SHOW ONLY IMAGES CHOSEN AT Q1A]



---

☐ Nothing else

Q2. Looking at the five machines again,

(a) do you think that any of the machines are made by companies that are associated or affiliated with each other? OR

(b) do you think that none of these machines are made by companies associated or affiliated with each other? OR

(c) don't you have an opinion?



Select one

- ☐ Two (or more) of these machines are made by companies that are associated or affiliated with each other.
- ☐ None of these machines are made by companies that are associated or affiliated with each other.
- ☐ No opinion



**[ASK IF Q2 = TWO (OR MORE) OF THESE MACHINES ARE MADE BY COMPANIES THAT ARE ASSOCIATED OR AFFILIATED WITH EACH OTHER.]**

Q2a. Which machines do you think are made by companies that are associated or affiliated with each other? Please select the machines that you think are made by companies that are associated or affiliated with each other.



K



M



P



S



T

- ☐ K
- ☐ M
- ☐ P
- ☐ S
- ☐ T

**[ASK IF Q2 = TWO (OR MORE) OF THESE MACHINES ARE MADE BY COMPANIES THAT ARE ASSOCIATED OR AFFILIATED WITH EACH OTHER.]**

Q2b. What makes you think that the machines you listed (**Q2A ANSWERS**) are made by companies that are associated or affiliated with each other?

**[SHOW ONLY IMAGES CHOSEN AT Q2A]**



Please be specific

---

**[ASK IF Q2 = TWO (OR MORE) OF THESE MACHINES ARE MADE BY COMPANIES THAT ARE ASSOCIATED OR AFFILIATED WITH EACH OTHER.]**

Q2bb. What do you mean by (**Q2B ANSWER**)?

---

[ASK IF Q2 = TWO (OR MORE) OF THESE MACHINES ARE MADE BY COMPANIES THAT ARE ASSOCIATED OR AFFILIATED WITH EACH OTHER.]

Q2c. Anything else?

[SHOW ONLY IMAGES CHOSEN AT Q2A]



---

☐ Nothing else



Q3. And looking at the five machines again,

(a) do you think that any of these machines are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? *OR*

(b) do you think that none of these machines are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? *OR*

(c) don't you have an opinion?



Select one

- ☐ One (or more) of the companies had to get permission or authorization from one or more of the other companies.
- ☐ None of the companies had to get permission or authorization from any of the other companies.
- ☐ No opinion.

**[ASK IF Q3 = ONE (OR MORE) OF THE COMPANIES HAD TO GET PERMISSION OR AUTHORIZATION FROM ONE OR MORE OF THE OTHER COMPANIES.]**

Q3a. Which of the machines do you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines?

Please select the machine(s) that you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines.



- ☐ K
- ☐ M
- ☐ P
- ☐ S
- ☐ T

**[ASK IF Q3 = ONE (OR MORE) OF THE COMPANIES HAD TO GET PERMISSION OR AUTHORIZATION FROM ONE OR MORE OF THE OTHER COMPANIES.]**

Q3b. What makes you think that the machine(s) you listed (**Q3A ANSWERS**) is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines?

**[SHOW ONLY IMAGES CHOSEN AT Q3A]**



Please be specific

---

**[ASK IF Q3 = ONE (OR MORE) OF THE COMPANIES HAD TO GET PERMISSION OR AUTHORIZATION FROM ONE OR MORE OF THE OTHER COMPANIES.]**

Q3bb. What do you mean by (**Q3B RESPONSE**)?

---

[ASK IF Q3 = ONE (OR MORE) OF THE COMPANIES HAD TO GET PERMISSION OR AUTHORIZATION FROM ONE OR MORE OF THE OTHER COMPANIES.]

Q3c. Anything else?

[SHOW ONLY IMAGES CHOSEN AT Q3A]



---

☐ Nothing else

**[ASK IF Q3 = ONE (OR MORE) OF THE COMPANIES HAD TO GET PERMISSION OR AUTHORIZATION FROM ONE OR MORE OF THE OTHER COMPANIES.]**

Q4. From which company do you think the company that makes the machine(s) that you listed had to get permission or authorization?



We have just a few final questions for classification.

What is your ethnicity?

Select all that apply

- ☐ Caucasian
- ☐ African American/Black
- ☐ Asian or Pacific Islander
- ☐ Native American/Native Alaskan
- ☐ Hispanic
- ☐ Prefer not to answer

What is your marital status?

Select one

- ☐ Single or divorced
- ☐ Married or domestic partnership
- ☐ Widowed
- ☐ Prefer not to answer

Do you have any feedback about this survey and your experience taking it?

Please be specific

---



### Appendix C-1 Screening Results

The screening process resulted in 6,344 respondents who were not qualified for the following reasons:

Reason for Terminating Respondent	Percent
S0 <sup>1</sup> : Before continuing with this survey, please carefully read these instructions: <b>Does not understand the above instructions, or doesn't wish to follow them</b>	2.0%
S1: What type of device are you using to complete this survey? <b>Not asked – used system data to identify – was using a mobile phone or smart phone</b>	0.0%
S2: CAPTCHA test. <b>Was not able to make it past the CAPTCHA test identifying a real respondent</b>	16.7%
S4: What is your age? <b>Was under age 18</b>	0.3%
S5: What is your zip code? <b>No DMA match</b>	0.1%
S6: Do you work in any of the following industries? <b>Works in Advertising agency, Marketing research, Casino or manufacturer/ distributor of gambling machines</b>	1.2%
S7: Which of the following have you done within the <u>past year</u> ? S8: Which of the following do you anticipate doing within the <u>next year</u> ? <b>Has not visited/Will not visit a casino</b>	48.0%
S7: Which of the following have you done within the <u>past year</u> ? S8: Which of the following do you anticipate doing within the <u>next year</u> ? <b>Quality – Over clicking</b>	0.7%
S9: Have you visited a casino in any of the states listed below within the <u>past year</u> ? S10: Do you plan to visit a casino in any of the states listed below within the <u>next year</u> ? <b>Have not visited/Will not visit a casino in Oklahoma</b>	26.8%
S11: When you visited a casino in Oklahoma in the <u>past year</u> , in what types of gambling did you engage, if any? S11A: When you visit a casino in Oklahoma in the <u>next year</u> , in what types of gambling do you anticipate engaging, if any? <b>Did/Will not engage in slot or bingo machine gambling</b>	1.8%
S12: Do you see the five machines in color? <b>Did not see machine in color</b>	0.2%
Speeder auto check: <b>Absolute amount of elapsed time (e.g., versus internal benchmark figures)</b>	0.1%
Disqualified: <b>Soft quota was already filled, extra data collected</b>	0.0%
Bad verbatim: <b>Removed due to open end answers indicating respondent was not engaged in answering questions or was using a program to fill in answers</b>	0.6%
Insufficient data: <b>Finished survey but provided insufficient data to key questions</b>	0.1%
Incorrect image: <b>Qualified respondents, but may have seen incorrect enhanced image of EGM and thus excluded</b>	1.5%
Total Terminates	100.0%

<sup>1</sup> S# and Q# identifies questions in the screener section of the questionnaire (ex: S0) and questions in the main section of the questionnaire (ex: Q1).

Examples of bad verbatim responses include:

Q1b	Q1bb	Q1c
good	good	
like	gds	hhdhf
the tops	the top	
khbihbiuhiu	hihihiuhuihoi	yguguogoygo
good	like	all
ytes	yes	yes
dasdsadsa	dsadsadasdasdasdas	dasdasdasdsadsadas
like	good	fgaf
very good	very good	very good
LIKE	LIKE	

Q2b	Q2bb	Q2c
good	bad	good
nice	fgjryhr	hffr
dthtrh	htyhjry	
iuhihoihoi	jhbibiibb	ojiojiojiojioi
like	all	all
yes	yes	yes
dsadad	dsadasdsadasdasd	dsadadsadada
gdsdg	gshr	nfhdf
very good	very good	very good
COOL	LIKE	

Q3b	Q3bb	Q3c
good	bad	good
kgkgh	ljhjh	uiyio
hgjnguj	ukutk	
hjkhhkjhk	ghjjhj	rrtrtrtr
all	like	all
yes	yes	yes
wererewrwrwrerew	fdsfsdfsdfsdfs	dasdasdasdasdasdas
hdhf	yryer	kyyti
very good	very good	very good
COOL	;OLR	



**Appendix C-2**  
**Sample Characteristics**

The screening process resulted in 353 qualified respondents.

The final sample characteristics are summarized below:

<b>Demographics</b>	<b>Percent</b>
<b>Total Respondents</b>	<b>353</b>
Male	47.9%
Female	52.1%
18-24	3.1%
25-34	13.6%
35-44	11.9%
45-54	16.7%
55-64	24.6%
65+	30.0%
North East	0.0%
Midwest	14.2%
South	84.1%
West	1.7%
Caucasian	84.1%
African American/Black	6.2%
Native American/Native Alaskan	4.2%
Hispanic	3.7%
Asian or Pacific Islander	3.4%
Prefer not to answer	1.1%
Married or domestic partnership	69.7%
Single or divorced	25.5%
Widowed	4.5%
Prefer not to answer	0.3%

~~Appendix D~~  
~~102 of 655~~  
**Computer Tabulations**

Oklahoma Casino Project

Page 1

## Table of contents

Table 1	S0. Before continuing with this survey, please carefully read these instructions. Please take the survey in one session. Please take the survey on a desktop, laptop, or tablet computer. Please do not open any other windows or tabs on this computer or any other computer while taking this survey. Please do not use any cell or smart phone while taking this survey. Please do not view any other material while taking this survey. Please do not consult or talk with any person while taking this survey.
Table 2	S1. What type of device are you using to complete this survey?
Table 3	S3. What is your gender?
Table 4	S4. What is your age?
Table 5	S5. What is your zip code? hSTATE
Table 6	S5. What is your zip code? dREGION
Table 7	S6. Do you work in any of the following industries?
Table 8	S7. Which of the following have you done within the past year?
Table 9	S8. Which of the following do you anticipate doing within the next year?
Table 10	S9. Have you visited a casino in any of the states listed below within the past year?
Table 11	S10. Do you plan to visit a casino in any of the states listed below within the next year?
Table 12	S11. When you visited a casino in Oklahoma in the past year, in what types of gambling did you engage, if any?
Table 13	S11A. When you visit a casino in Oklahoma in the next year, in what types of gambling do you anticipate engaging, if any?
Table 14	DOrder
Table 15	S12. Do you see the five machines in color?

Table of contents

Table 16	Q1. Now looking at these machines, (a) do you think that any of these machines are made by the same company? OR (b) do you think that each of the machines is made by a different company? OR (c) don't you have an opinion? Q1. Now looking at these machines, (a) do you think that each of the machines is made by a different company? OR (b) do you think that any of these machines are made by the same company? OR (c) don't you have an opinion?
Table 17	Q1a. Which machines do you think are made by the same company? Please select the machines that you think are made by the same company. ** All Possible Combinations **
Table 18	Q2. Looking at the five machines again, (a) do you think that any of the machines are made by companies that are associated or affiliated with each other? OR (b) do you think that none of these machines are made by companies associated or affiliated with each other? OR (c) don't you have an opinion? Q2. Looking at the five machines again, (a) do you think that none of these machines are made by companies associated or affiliated with each other? OR (b) do you think that any of the machines are made by companies that are associated or affiliated with each other? OR (c) don't you have an opinion?
Table 19	Q2a. Which machines do you think are made by companies that are associated or affiliated with each other? Please select the machines that you think are made by companies that are associated or affiliated with each other. ** All Possible Combinations **
Table 20	Q3. And looking at the five machines again, (a) do you think that any of these machines are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? OR (b) do you think that none of these machines are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? OR (c) don't you have an opinion? Q3. And looking at the five machines again, (a) do you think that none of these machines are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? OR (b) do you think that any of these machines are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? OR (c) don't you have an opinion?
Table 21	Q3a. Which of the machines do you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? Please select the machine(s) that you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines. ** All Possible Combinations **
Table 22	Q1a. Which machines do you think are made by the same company? Please select the machines that you think are made by the same company. Q2a. Which machines do you think are made by companies that are associated or affiliated with each other? Please select the machines that you think are made by companies that are associated or affiliated with each other. Q3a. Which of the machines do you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? Please select the machine(s) that you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines. ** All Possible Combinations **

Table of contents

Table 23	D1. What is your ethnicity?
Table 24	D2. What is your marital status?
Table 25	Q1b. What makes you think that the machines you listed are made by the same company?
Table 26	Q1bb. What do you mean?
Table 27	Q1C. Anything else?
Table 28	Q1bb. What do you mean? Q1C. Anything else?
Table 29	Q2b. What makes you think that the machines you listed are made by companies that are associated or affiliated with each other?
Table 30	Q2bb. What do you mean?
Table 31	Q2c. Anything else?
Table 32	Q2bb. What do you mean? Q2c. Anything else?
Table 33	Q3b. What makes you think that the machines you listed are made by a company that had to get permission or authorization from one or more of the companies that make the other machines?
Table 34	Q3bb. What do you mean?
Table 35	Q3c. Anything else?
Table 36	Q3bb. What do you mean? Q3c. Anything else?
Table 37	Q4. From which company do you think the company that makes the machine(s) that you listed had to get permission or authorization?
Table 38	D3. Do you have any feedback about this survey and your experience taking it?

Table of contents

Table 39	Order Viewed Images
Table 40	Figure 1A Categories
Table 41	Figure 1A Categories - Q1a
Table 42	Figure 1A Categories - Q2a
Table 43	Figure 1A Categories - Q3a
Table 44	Figure 1A Categories
Table 45	Figure 1A Categories - Q1a
Table 46	Figure 1A Categories - Q2a
Table 47	Figure 1A Categories - Q3a
Table 48	Figure 2A Categories
Table 3	S3. What is your gender?
Table 4	S4. What is your age?
Table 6	S5. What is your zip code? dREGION
Table 23	D1. What is your ethnicity?
Table 24	D2. What is your marital status?

S0. Before continuing with this survey, please carefully read these instructions. Please take the survey in one session. Please take the survey on a desktop, laptop, or tablet computer. Please do not open any other windows or tabs on this computer or any other computer while taking this survey. Please do not use any cell or smart phone while taking this survey. Please do not view any other material while taking this survey. Please do not consult or talk with any person while taking this survey.

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
I have read the above instructions, understand them, and will follow them	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
I do not understand the above instructions, or I don't wish to follow them [TERMINATE]	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Sigma	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Table 2

S1. What type of device are you using to complete this survey?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
Desktop or laptop computer	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
Tablet Computer	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Mobile phone or smart phone [TERMINATE]	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Sigma	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Table 3

S3. What is your gender?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
Male	169 47.9%	106 47.7%	66 45.5%	7 30.4%	33 61.1% CD	26 43.3%
Female	184 52.1%	116 52.3%	79 54.5% E	16 69.6% E	21 38.9%	34 56.7%
Sigma	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.



S4. What is your age?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
18-24 (NET)	11 3.1%	9 4.1%	6 4.1%	1 4.3%	2 3.7%	1 1.7%
25-34 (NET)	48 13.6%	34 15.3%	23 15.9%	2 8.7%	9 16.7%	11 18.3%
35-44 (NET)	42 11.9%	30 13.5%	19 13.1%	3 13.0%	8 14.8%	7 11.7%
45-54 (NET)	59 16.7%	34 15.3%	21 14.5%	5 21.7%	8 14.8%	13 21.7%
55-64 (NET)	87 24.6%	53 23.9%	37 25.5%	6 26.1%	10 18.5%	12 20.0%
65+ (NET)	106 30.0%	62 27.9%	39 26.9%	6 26.1%	17 31.5%	16 26.7%
19	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
20	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
21	3 0.8%	3 1.4%	1 0.7%	0 0%	2 3.7%	0 0%
23	3 0.8%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
24	3 0.8%	3 1.4%	2 1.4%	1 4.3%	0 0%	0 0%
25	4 1.1%	4 1.8%	1 0.7%	0 0%	3 5.6%	0 0%
		F				
26	3 0.8%	2 0.9%	1 0.7%	0 0%	1 1.9%	1 1.7%
28	5 1.4%	3 1.4%	3 2.1%	0 0%	0 0%	2 3.3%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

S4. What is your age?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
-----						
29	4 1.1%	3 1.4%	2 1.4%	1 4.3%	0 0%	1 1.7%
30	7 2.0%	4 1.8%	4 2.8% DE	0 0%	0 0%	2 3.3%
31	8 2.3%	5 2.3%	3 2.1%	1 4.3%	1 1.9%	2 3.3%
32	7 2.0%	5 2.3%	5 3.4% DE	0 0%	0 0%	1 1.7%
33	5 1.4%	3 1.4%	2 1.4%	0 0%	1 1.9%	2 3.3%
34	5 1.4%	5 2.3% F	2 1.4%	0 0%	3 5.6%	0 0%
35	8 2.3%	6 2.7%	5 3.4% E	1 4.3%	0 0%	2 3.3%
36	5 1.4%	3 1.4%	1 0.7%	1 4.3%	1 1.9%	1 1.7%
37	5 1.4%	4 1.8% F	4 2.8% DEF	0 0%	0 0%	0 0%
38	3 0.8%	3 1.4%	1 0.7%	1 4.3%	1 1.9%	0 0%
39	2 0.6%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
40	2 0.6%	1 0.5%	0 0%	0 0%	1 1.9%	1 1.7%
41	4 1.1%	4 1.8% F	3 2.1%	0 0%	1 1.9%	0 0%
42	4 1.1%	2 0.9%	2 1.4%	0 0%	0 0%	2 3.3%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

S4. What is your age?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
-----						
43	6 1.7%	4 1.8%	2 1.4%	0 0%	2 3.7%	1 1.7%
44	3 0.8%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
45	6 1.7%	5 2.3%	4 2.8% D	0 0%	1 1.9%	1 1.7%
46	4 1.1%	3 1.4%	2 1.4%	1 4.3%	0 0%	1 1.7%
47	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
48	6 1.7%	4 1.8%	0 0%	0 0%	4 7.4% CD	1 1.7%
49	5 1.4%	3 1.4%	2 1.4%	1 4.3%	0 0%	1 1.7%
50	9 2.5%	3 1.4%	2 1.4%	0 0%	1 1.9%	4 6.7% D
51	7 2.0%	4 1.8%	3 2.1%	1 4.3%	0 0%	1 1.7%
52	3 0.8%	1 0.5%	1 0.7%	0 0%	0 0%	1 1.7%
53	5 1.4%	3 1.4%	3 2.1%	0 0%	0 0%	1 1.7%
54	12 3.4%	6 2.7%	2 1.4%	2 8.7%	2 3.7%	2 3.3%
55	12 3.4%	8 3.6%	5 3.4% D	0 0%	3 5.6%	2 3.3%
56	6 1.7%	4 1.8%	1 0.7%	1 4.3%	2 3.7%	1 1.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

S4. What is your age?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
-----						
57	6 1.7%	4 1.8% F	2 1.4%	1 4.3%	1 1.9%	0 0%
58	7 2.0%	5 2.3%	5 3.4% DE	0 0%	0 0%	1 1.7%
59	8 2.3%	5 2.3% F	3 2.1%	0 0%	2 3.7%	0 0%
60	14 4.0%	9 4.1% F	8 5.5% EF	1 4.3%	0 0%	0 0%
61	9 2.5%	7 3.2% F	5 3.4% F	1 4.3%	1 1.9%	0 0%
62	6 1.7%	2 0.9%	1 0.7%	1 4.3%	0 0%	1 1.7%
63	12 3.4%	8 3.6%	7 4.8% E	1 4.3%	0 0%	4 6.7% E
64	7 2.0%	1 0.5%	0 0%	0 0%	1 1.9%	3 5.0%
65	11 3.1%	7 3.2%	2 1.4%	2 8.7%	3 5.6%	1 1.7%
66	10 2.8%	6 2.7%	5 3.4% D	0 0%	1 1.9%	2 3.3%
67	11 3.1%	8 3.6% F	5 3.4% DF	0 0%	3 5.6%	0 0%
68	10 2.8%	7 3.2%	4 2.8%	1 4.3%	2 3.7%	1 1.7%
69	8 2.3%	4 1.8%	2 1.4%	0 0%	2 3.7%	3 5.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

S4. What is your age?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
70	11 3.1%	6 2.7%	5 3.4% D	0 0%	1 1.9%	1 1.7%
71	6 1.7%	3 1.4%	1 0.7%	0 0%	2 3.7%	1 1.7%
72	4 1.1%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
73	10 2.8%	8 3.6% F	4 2.8% F	3 13.0%	1 1.9%	0 0%
74	4 1.1%	1 0.5%	1 0.7%	0 0%	0 0%	3 5.0%
75	5 1.4%	3 1.4%	3 2.1%	0 0%	0 0%	1 1.7%
76	2 0.6%	1 0.5%	1 0.7%	0 0%	0 0%	1 1.7%
77	1 0.3%	0 0%	0 0%	0 0%	0 0%	0 0%
78	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
79	3 0.8%	1 0.5%	1 0.7%	0 0%	0 0%	1 1.7%
80	4 1.1%	2 0.9%	2 1.4%	0 0%	0 0%	1 1.7%
81	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
83	1 0.3%	0 0%	0 0%	0 0%	0 0%	0 0%
86	2 0.6%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Sigma	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Table 4

S4. What is your age?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Mean	53.8	52.2	52.2	53.2	51.7	52.5
Standard deviation	15.6	15.9	15.9	14.5	16.2	16.0
Standard error	0.8	1.1	1.3	3.0	2.2	2.1

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

S5. What is your zip code?

hSTATE

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
Texas	213 60.3%	126 56.8%	76 52.4%	16 69.6%	34 63.0%	34 56.7%
Oklahoma	64 18.1%	46 20.7%	37 25.5%	1 4.3%	8 14.8%	11 18.3%
			D			D
Kansas	21 5.9%	13 5.9%	10 6.9%	1 4.3%	2 3.7%	3 5.0%
Missouri	21 5.9%	17 7.7%	9 6.2%	4 17.4%	4 7.4%	4 6.7%
Arkansas	18 5.1%	9 4.1%	6 4.1%	1 4.3%	2 3.7%	4 6.7%
Illinois	8 2.3%	8 3.6%	5 3.4%	0 0%	3 5.6%	0 0%
		F	DF			
Colorado	4 1.1%	2 0.9%	2 1.4%	0 0%	0 0%	2 3.3%
Hawaii	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Kentucky	1 0.3%	0 0%	0 0%	0 0%	0 0%	0 0%
North Carolina	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Utah	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Sigma	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

S5. What is your zip code?

dREGION

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
North East: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Midwest: Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas	50 14.2%	38 17.1%	24 16.6%	5 21.7%	9 16.7%	7 11.7%
South: Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas	297 84.1%	182 82.0%	119 82.1%	18 78.3%	45 83.3%	49 81.7%
West: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, California, Hawaii, Alaska	6 1.7%	2 0.9%	2 1.4%	0 0%	0 0%	4 6.7% DE
Sigma	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%

Proportions/Means: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.



S6. Do you work in any of the following industries?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
Education	24 6.8%	15 6.8%	12 8.3%	1 4.3%	2 3.7%	8 13.3%
Healthcare or pharmaceuticals	22 6.2%	16 7.2%	8 5.5%	3 13.0%	5 9.3%	1 1.7%
		F				
Government	16 4.5%	11 5.0%	4 2.8%	1 4.3%	6 11.1%	0 0%
		F	F		F	
Information Technology	11 3.1%	9 4.1%	5 3.4%	1 4.3%	3 5.6%	2 3.3%
Energy or utilities	9 2.5%	7 3.2%	4 2.8%	2 8.7%	1 1.9%	1 1.7%
Legal	6 1.7%	4 1.8%	4 2.8%	0 0%	0 0%	0 0%
		F	DEF			
None of these	267 75.6%	162 73.0%	109 75.2%	15 65.2%	38 70.4%	48 80.0%
Sigma	355 100.6%	224 100.9%	146 100.7%	23 100.0%	55 101.9%	60 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

S7. Which of the following have you done within the past year?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
Visited a casino	294 83.3%	193 86.9%	131 90.3%	17 73.9%	45 83.3%	49 81.7%
Played video games on a PC or console	166 47.0%	113 50.9%	66 45.5%	18 78.3% CEF	29 53.7%	31 51.7%
Travelled outside the county	145 41.1%	85 38.3%	56 38.6%	7 30.4%	22 40.7%	28 46.7%
Visited New Orleans	63 17.8%	42 18.9%	25 17.2%	4 17.4%	13 24.1%	9 15.0%
Played online poker	62 17.6%	41 18.5%	24 16.6%	5 21.7%	12 22.2%	15 25.0%
Ridden a horse	40 11.3%	27 12.2%	15 10.3%	5 21.7%	7 13.0%	7 11.7%
Gone hunting	34 9.6%	20 9.0%	13 9.0%	3 13.0%	4 7.4%	10 16.7%
Purchased a car online	19 5.4%	9 4.1%	5 3.4%	1 4.3%	3 5.6%	7 11.7%
Water skied	17 4.8%	10 4.5%	5 3.4%	1 4.3%	4 7.4%	6 10.0%
Purchased a boat	9 2.5%	5 2.3%	3 2.1%	0 0%	2 3.7%	2 3.3%
None of these	20 5.7%	9 4.1%	5 3.4% D	0 0%	4 7.4% D	3 5.0%
Sigma	869 246.2%	554 249.5%	348 240.0%	61 265.2%	145 268.5%	167 278.3%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

S8. Which of the following do you anticipate doing within the next year?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
Visit a casino	328 92.9%	210 94.6%	138 95.2%	22 95.7%	50 92.6%	52 86.7%
Travel outside the county	193 54.7%	116 52.3%	69 47.6%	14 60.9%	33 61.1%	34 56.7%
Play video games on a PC or console	153 43.3%	115 51.8%	69 47.6%	18 78.3% CEF	28 51.9%	25 41.7%
Visit New Orleans	102 28.9%	67 30.2%	42 29.0%	5 21.7%	20 37.0%	19 31.7%
Play online poker	60 17.0%	45 20.3%	28 19.3%	6 26.1%	11 20.4%	9 15.0%
Ride a horse	54 15.3%	36 16.2%	23 15.9%	3 13.0%	10 18.5%	9 15.0%
Go hunting	45 12.7%	31 14.0%	18 12.4%	6 26.1%	7 13.0%	11 18.3%
Purchase a car online	30 8.5%	20 9.0%	9 6.2%	3 13.0%	8 14.8%	6 10.0%
Water ski	29 8.2%	16 7.2%	7 4.8%	3 13.0%	6 11.1%	10 16.7% C
Purchase a boat	16 4.5%	9 4.1%	5 3.4%	1 4.3%	3 5.6%	4 6.7%
None of these	7 2.0%	2 0.9%	1 0.7%	0 0%	1 1.9%	3 5.0%
Sigma	1017 288.1%	667 300.5%	409 282.1%	81 352.2%	177 327.8%	182 303.3%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

S9. Have you visited a casino in any of the states listed below within the past year?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Visited A Casino In The Past Year	294 100.0%	193 100.0%	131 100.0%	17 100.0%	45 100.0%	49 100.0%
Oklahoma	256 87.1%	168 87.0%	116 88.5%	13 76.5%	39 86.7%	45 91.8%
Nevada	87 29.6%	53 27.5%	33 25.2%	4 23.5%	16 35.6%	17 34.7%
Texas	42 14.3%	29 15.0%	15 11.5%	3 17.6%	11 24.4%	8 16.3%
California	19 6.5%	12 6.2%	7 5.3%	1 5.9%	4 8.9%	4 8.2%
New Jersey	13 4.4%	9 4.7%	5 3.8%	0 0%	4 8.9%	2 4.1%
			D		D	
None of these	11 3.7%	7 3.6%	4 3.1%	1 5.9%	2 4.4%	1 2.0%
Sigma	428 145.6%	278 144.0%	180 137.4%	22 129.4%	76 168.9%	77 157.1%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

S10. Do you plan to visit a casino in any of the states listed below within the next year?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Anticipate Visiting A Casino In The Next Year	328 100.0%	210 100.0%	138 100.0%	22 100.0%	50 100.0%	52 100.0%
Oklahoma	311 94.8%	201 95.7%	132 95.7%	21 95.5%	48 96.0%	50 96.2%
Nevada	146 44.5%	95 45.2%	56 40.6%	12 54.5%	27 54.0%	28 53.8%
Texas	68 20.7%	37 17.6%	23 16.7%	4 18.2%	10 20.0%	15 28.8%
California	36 11.0%	24 11.4%	15 10.9%	2 9.1%	7 14.0%	8 15.4%
New Jersey	24 7.3%	16 7.6%	9 6.5%	1 4.5%	6 12.0%	6 11.5%
None of these	4 1.2%	2 1.0%	2 1.4%	0 0%	0 0%	0 0%
Sigma	589 179.6%	375 178.6%	237 171.7%	40 181.8%	98 196.0%	107 205.8%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

S11. When you visited a casino in Oklahoma in the past year, in what types of gambling did you engage, if any?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Visited A Casino In The Past Year	294 100.0%	193 100.0%	131 100.0%	17 100.0%	45 100.0%	49 100.0%
Slot or bingo machines	283 96.3%	186 96.4%	126 96.2%	17 100.0% C	43 95.6%	46 93.9%
Tables games (such as poker, blackjack and craps)	120 40.8%	77 39.9%	51 38.9%	6 35.3%	20 44.4%	27 55.1%
Sportsbook betting	30 10.2%	18 9.3%	11 8.4% D	0 0%	7 15.6% D	9 18.4% D
Other type of gambling	13 4.4%	8 4.1%	3 2.3%	2 11.8%	3 6.7%	3 6.1%
I did not gamble	5 1.7%	3 1.6%	2 1.5%	0 0%	1 2.2%	1 2.0%
Don't know	1 0.3%	1 0.5%	1 0.8%	0 0%	0 0%	0 0%
Sigma	452 153.7%	293 151.8%	194 148.1%	25 147.1%	74 164.4%	86 175.5%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

S11A. When you visit a casino in Oklahoma in the next year, in what types of gambling do you anticipate engaging, if any?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Base - Anticipate Visiting A Casino In The Next Year	328 100.0%	210 100.0%	138 100.0%	22 100.0%	50 100.0%	52 100.0%
Slot or bingo machines	321 97.9%	206 98.1%	135 97.8%	22 100.0%	49 98.0%	52 100.0%
Tables games (such as poker, blackjack and craps)	161 49.1%	103 49.0%	67 48.6%	12 54.5%	24 48.0%	33 63.5%
Sportsbook betting	38 11.6%	23 11.0%	16 11.6%	1 4.5%	6 12.0%	10 19.2%
Other type of gambling	22 6.7%	19 9.0%	10 7.2%	3 13.6%	6 12.0%	2 3.8%
Don't know	3 0.9%	1 0.5%	0 0%	0 0%	1 2.0%	0 0%
Sigma	545 166.2%	352 167.6%	228 165.2%	38 172.7%	86 172.0%	97 186.5%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

DOrder

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
AFFIRMATIVE FIRST	169 47.9%	104 46.8%	73 50.3%	5 21.7%	26 48.1%	33 55.0%
			D		D	D
NEGATIVE FIRST	184 52.1%	118 53.2%	72 49.7%	18 78.3%	28 51.9%	27 45.0%
			CEF			
Sigma	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.



S12. Do you see the five machines in color?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
Yes	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
No [TERMINATE]	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Sigma	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Q1. Now looking at these machines, (a) do you think that any of these machines are made by the same company? OR (b) do you think that each of the machines is made by a different company? OR (c) don't you have an opinion?

Q1. Now looking at these machines, (a) do you think that each of the machines is made by a different company? OR (b) do you think that any of these machines are made by the same company? OR (c) don't you have an opinion?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
Two (or more) of the machines are made by the same company	225 63.7%	187 84.2% F	121 83.4% F	23 100.0% CEF	43 79.6%	38 63.3%
Each of the machines is made by a different company	37 10.5%	17 7.7%	9 6.2% D	0 0%	8 14.8% D	12 20.0% BCD
No opinion	91 25.8%	18 8.1%	15 10.3% D	0 0%	3 5.6%	10 16.7% D
Sigma	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Q1a. Which machines do you think are made by the same company? Please select the machines that you think are made by the same company.

\*\* All Possible Combinations \*\*

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
K & M - With 0 Controls	113 32.0%	113 50.9% F	99 68.3% EF	14 60.9% EF	0 0%	0 0%
K & M - With 1 Control	15 4.2%	15 6.8% F	2 1.4%	2 8.7%	11 20.4% CF	0 0%
K & M & P	2 0.6%	2 0.9%	0 0%	1 4.3%	1 1.9%	0 0%
K & M & S	5 1.4%	5 2.3% F	1 0.7%	1 4.3%	3 5.6%	0 0%
K & M & T	8 2.3%	8 3.6% F	1 0.7%	0 0%	7 13.0% CDF	0 0%
K & M - With 2 Controls	21 5.9%	21 9.5% F	4 2.8% F	3 13.0%	14 25.9% CF	0 0%
K & M & P & S	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
K & M & P & T	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
K & M & S & T	21 5.9%	21 9.5% F	4 2.8% F	3 13.0%	14 25.9% CF	0 0%
K & M - With 3 Controls	5 1.4%	5 2.3% F	0 0%	0 0%	5 9.3% CDF	0 0%
K & M & P & S & T	5 1.4%	5 2.3% F	0 0%	0 0%	5 9.3% CDF	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1a. Which machines do you think are made by the same company? Please select the machines that you think are made by the same company.

\*\* All Possible Combinations \*\*

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
K & M - With 0 Controls	113 32.0%	113 50.9% F	99 68.3% EF	14 60.9% EF	0 0%	0 0%
K & M - With 1-3 Controls	41 11.6%	41 18.5% F	6 4.1% F	5 21.7% CF	30 55.6% CDF	0 0%
K & M - Total Combinations	154 43.6%	154 69.4% F	105 72.4% EF	19 82.6% EF	30 55.6% F	0 0%
2 Controls	67 19.0%	31 14.0%	16 11.0%	4 17.4%	11 20.4%	36 60.0% BCDE
K & P	3 0.8%	1 0.5%	0 0%	0 0%	1 1.9%	2 3.3%
K & S	2 0.6%	1 0.5%	0 0%	0 0%	1 1.9%	1 1.7%
K & T	4 1.1%	1 0.5%	0 0%	0 0%	1 1.9%	3 5.0%
M & P	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
M & S	4 1.1%	0 0%	0 0%	0 0%	0 0%	4 6.7% BCDE
M & T	17 4.8%	9 4.1%	0 0%	4 17.4% C	5 9.3% C	8 13.3% BC
P & S	7 2.0%	4 1.8%	3 2.1%	0 0%	1 1.9%	3 5.0%
P & T	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
S & T	29 8.2%	15 6.8%	13 9.0% D	0 0%	2 3.7%	14 23.3% BCDE

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1a. Which machines do you think are made by the same company? Please select the machines that you think are made by the same company.

\*\* All Possible Combinations \*\*

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
3 Controls	4 1.1%	2 0.9%	0 0%	0 0%	2 3.7%	2 3.3%
K & P & S	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
K & P & T	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
K & S & T	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
M & P & S	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
M & P & T	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
M & S & T	2 0.6%	1 0.5%	0 0%	0 0%	1 1.9%	1 1.7%
P & S & T	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
4 Controls	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
K & P & S & T	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
M & P & S & T	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Control - Total Combinations	71 20.1%	33 14.9%	16 11.0%	4 17.4%	13 24.1% C	38 63.3% BCDE
Each of the machines is made by a different company	37 10.5%	17 7.7%	9 6.2% D	0 0%	8 14.8% D	12 20.0% BCD
No opinion	91 25.8%	18 8.1%	15 10.3% D	0 0%	3 5.6%	10 16.7% D

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1a. Which machines do you think are made by the same company? Please select the machines that you think are made by the same company.

\*\* All Possible Combinations \*\*

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Sigma	428	257	161	27	69	100
	121.2%	115.8%	111.0%	117.4%	127.8%	166.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Q2. Looking at the five machines again, (a) do you think that any of the machines are made by companies that are associated or affiliated with each other? OR (b) do you think that none of these machines are made by companies associated or affiliated with each other? OR (c) don't you have an opinion?

Q2. Looking at the five machines again, (a) do you think that none of these machines are made by companies associated or affiliated with each other? OR (b) do you think that any of the machines are made by companies that are associated or affiliated with each other? OR (c) don't you have an opinion?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
Two (or more) of these machines are made by companies that are associated or affiliated with each other.	199 56.4%	168 75.7% F	105 72.4% F	19 82.6% F	44 81.5% F	31 51.7%
None of these machines are made by companies that are associated or affiliated with each other.	30 8.5%	14 6.3%	9 6.2%	2 8.7%	3 5.6%	9 15.0%
No opinion	124 35.1%	40 18.0%	31 21.4%	2 8.7%	7 13.0%	20 33.3% BDE
Sigma	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Q2a. Which machines do you think are made by companies that are associated or affiliated with each other? Please select the machines that you think are made by companies that are associated or affiliated with each other.

\*\* All Possible Combinations \*\*

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
K & M - With 0 Controls	96 27.2%	96 43.2% F	87 60.0% EF	9 39.1% EF	0 0%	0 0%
K & M - With 1 Control	18 5.1%	18 8.1% F	0 0%	5 21.7% CF	13 24.1% CF	0 0%
K & M & P	2 0.6%	2 0.9%	0 0%	0 0%	2 3.7%	0 0%
K & M & S	4 1.1%	4 1.8% F	0 0%	1 4.3%	3 5.6%	0 0%
K & M & T	12 3.4%	12 5.4% F	0 0%	4 17.4% CF	8 14.8% CF	0 0%
K & M - With 2 Controls	24 6.8%	24 10.8% F	3 2.1%	3 13.0%	18 33.3% CDF	0 0%
K & M & P & S	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
K & M & P & T	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
K & M & S & T	23 6.5%	23 10.4% F	3 2.1%	3 13.0%	17 31.5% CF	0 0%
K & M - With 3 Controls	3 0.8%	3 1.4%	0 0%	0 0%	3 5.6%	0 0%
K & M & P & S & T	3 0.8%	3 1.4%	0 0%	0 0%	3 5.6%	0 0%
K & M - With 0 Controls	96 27.2%	96 43.2% F	87 60.0% EF	9 39.1% EF	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued



Q2a. Which machines do you think are made by companies that are associated or affiliated with each other? Please select the machines that you think are made by companies that are associated or affiliated with each other.

\*\* All Possible Combinations \*\*

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
K & M - With 1-3 Controls	45 12.7%	45 20.3% F	3 2.1%	8 34.8% CF	34 63.0% CDF	0 0%
K & M - Total Combinations	141 39.9%	141 63.5% F	90 62.1% F	17 73.9% F	34 63.0% F	0 0%
2 Controls	47 13.3%	23 10.4%	14 9.7%	2 8.7%	7 13.0%	24 40.0% BCDE
K & P	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
K & S	2 0.6%	0 0%	0 0%	0 0%	0 0%	2 3.3%
K & T	2 0.6%	0 0%	0 0%	0 0%	0 0%	2 3.3%
M & P	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
M & S	2 0.6%	0 0%	0 0%	0 0%	0 0%	2 3.3%
M & T	9 2.5%	4 1.8%	0 0%	1 4.3%	3 5.6%	5 8.3% C
P & S	6 1.7%	5 2.3%	4 2.8% D	0 0%	1 1.9%	1 1.7%
P & T	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
S & T	24 6.8%	14 6.3%	10 6.9%	1 4.3%	3 5.6%	10 16.7% B
3 Controls	9 2.5%	3 1.4%	1 0.7%	0 0%	2 3.7%	6 10.0% BCD

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2a. Which machines do you think are made by companies that are associated or affiliated with each other? Please select the machines that you think are made by companies that are associated or affiliated with each other.

\*\* All Possible Combinations \*\*

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
K & P & S	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
K & P & T	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
K & S & T	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
M & P & S	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
M & P & T	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
M & S & T	4 1.1%	1 0.5%	0 0%	0 0%	1 1.9%	3 5.0%
P & S & T	3 0.8%	1 0.5%	1 0.7%	0 0%	0 0%	2 3.3%
4 Controls	2 0.6%	1 0.5%	0 0%	0 0%	1 1.9%	1 1.7%
K & P & S & T	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
M & P & S & T	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Control - Total Combinations	58 16.4%	27 12.2%	15 10.3%	2 8.7%	10 18.5%	31 51.7% BCDE
None of these machines are made by companies that are associated or affiliated with each other.	30 8.5%	14 6.3%	9 6.2%	2 8.7%	3 5.6%	9 15.0%
No opinion	124 35.1%	40 18.0%	31 21.4%	2 8.7%	7 13.0%	20 33.3% BDE

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2a. Which machines do you think are made by companies that are associated or affiliated with each other? Please select the machines that you think are made by companies that are associated or affiliated with each other.

\*\* All Possible Combinations \*\*

	Total	*Test	*K&M Only	K&M Plus	K&M & Controls	*Control
	A	B	C	D	E	F
	-----	-----	-----	-----	-----	-----
Sigma	422	253	161	25	67	98
	119.5%	114.0%	111.0%	108.7%	124.1%	163.3%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Q3. And looking at the five machines again, (a) do you think that any of these machines are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? OR (b) do you think that none of these machines are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? OR (c) don't you have an opinion?

Q3. And looking at the five machines again, (a) do you think that none of these machines are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? OR (b) do you think that any of these machines are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? OR (c) don't you have an opinion?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
One (or more) of the companies had to get permission or authorization from one or more of the other companies.	54 15.3%	45 20.3%	21 14.5%	10 43.5% CF	14 25.9%	9 15.0%
None of the companies had to get permission or authorization from any of the other companies.	79 22.4%	54 24.3%	33 22.8%	7 30.4%	14 25.9%	17 28.3%
No opinion.	220 62.3%	123 55.4%	91 62.8% D	6 26.1%	26 48.1%	34 56.7% D
Sigma	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Q3a. Which of the machines do you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? Please select the machine(s) that you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines.

\*\* All Possible Combinations \*\*

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
K & M With 0 Controls	15 4.2%	15 6.8% F	12 8.3% EF	3 13.0%	0 0%	0 0%
K Only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
M Only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
K & M - Only	15 4.2%	15 6.8% F	12 8.3% EF	3 13.0%	0 0%	0 0%
K & M - With 1 Control	2 0.6%	2 0.9%	0 0%	0 0%	2 3.7%	0 0%
K & M & P	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
K & M & S	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
K & M & T	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
K & M - With 2 Controls	8 2.3%	8 3.6% F	0 0%	3 13.0%	5 9.3% CF	0 0%
K & M & P & S	2 0.6%	2 0.9%	0 0%	0 0%	2 3.7%	0 0%
K & M & P & T	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
K & M & S & T	6 1.7%	6 2.7% F	0 0%	3 13.0%	3 5.6%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q3a. Which of the machines do you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? Please select the machine(s) that you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines.

\*\* All Possible Combinations \*\*

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
K & M - With 3 Controls	5 1.4%	4 1.8%	1 0.7%	1 4.3%	2 3.7%	1 1.7%
K & M & P & S & T	5 1.4%	4 1.8%	1 0.7%	1 4.3%	2 3.7%	1 1.7%
K & M With 0 Controls	15 4.2%	15 6.8% F	12 8.3% EF	3 13.0%	0 0%	0 0%
K & M - With 1-3 Controls	15 4.2%	14 6.3% F	1 0.7%	4 17.4% C	9 16.7% CF	1 1.7%
K & M - Total Combinations	30 8.5%	29 13.1% F	13 9.0% F	7 30.4% CF	9 16.7% F	1 1.7%
1 Control	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
P Only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
S Only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
T Only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
2 Controls	23 6.5%	15 6.8%	7 4.8%	3 13.0%	5 9.3%	8 13.3%
K & P	3 0.8%	1 0.5%	0 0%	1 4.3%	0 0%	2 3.3%
K & S	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
K & T	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
M & P	2 0.6%	0 0%	0 0%	0 0%	0 0%	2 3.3%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q3a. Which of the machines do you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? Please select the machine(s) that you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines.

\*\* All Possible Combinations \*\*

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
M & S	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
M & T	3 0.8%	1 0.5%	0 0%	0 0%	1 1.9%	2 3.3%
P & S	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
P & T	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
S & T	11 3.1%	9 4.1%	6 4.1%	1 4.3%	2 3.7%	2 3.3%
3 Controls	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
K & P & S	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
K & P & T	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
K & S & T	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
M & P & S	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
M & P & T	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
M & S & T	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
P & S & T	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
4 Controls	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
K & P & S & T	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q3a. Which of the machines do you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? Please select the machine(s) that you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines.

\*\* All Possible Combinations \*\*

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
M & P & S & T	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Control - Total Combinations	24 6.8%	16 7.2%	8 5.5%	3 13.0%	5 9.3%	8 13.3%
None of the companies had to get permission or authorization from any of the other companies.	79 22.4%	54 24.3%	33 22.8%	7 30.4%	14 25.9%	17 28.3%
No opinion.	220 62.3%	123 55.4%	91 62.8%	6 26.1%	26 48.1%	34 56.7%
			D			D
Sigma	378 107.1%	239 107.7%	154 106.2%	26 113.0%	59 109.3%	68 113.3%

Proportions/Means: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.



Q1a. Which machines do you think are made by the same company? Please select the machines that you think are made by the same company.  
 Q2a. Which machines do you think are made by companies that are associated or affiliated with each other? Please select the machines that you think are made by companies that are associated or affiliated with each other.  
 Q3a. Which of the machines do you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? Please select the machine(s) that you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines.

\*\* All Possible Combinations \*\*

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
K & M - With 0 Controls	163 46.2%	163 73.4% F	140 96.6% EF	23 100.0% CEF	0 0%	0 0%
K & M - With 1 Control	30 8.5%	30 13.5% F	2 1.4%	7 30.4% CF	21 38.9% CF	0 0%
K & M & P	5 1.4%	5 2.3% F	0 0%	1 4.3%	4 7.4% CF	0 0%
K & M & S	8 2.3%	8 3.6% F	1 0.7%	2 8.7%	5 9.3% CF	0 0%
K & M & T	17 4.8%	17 7.7% F	1 0.7%	4 17.4% CF	12 22.2% CF	0 0%
K & M - With 2 Controls	43 12.2%	43 19.4% F	6 4.1% F	9 39.1% CF	28 51.9% CF	0 0%
K & M & P & S	3 0.8%	3 1.4%	0 0%	0 0%	3 5.6%	0 0%
K & M & P & T	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
K & M & S & T	41 11.6%	41 18.5% F	6 4.1% F	9 39.1% CF	26 48.1% CF	0 0%
K & M - With 3 Controls	11 3.1%	10 4.5%	1 0.7%	1 4.3%	8 14.8% CF	1 1.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1a. Which machines do you think are made by the same company? Please select the machines that you think are made by the same company.  
Q2a. Which machines do you think are made by companies that are associated or affiliated with each other? Please select the machines that you think are made by companies that are associated or affiliated with each other.  
Q3a. Which of the machines do you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? Please select the machine(s) that you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines.

\*\* All Possible Combinations \*\*

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
K & M & P & S & T	11 3.1%	10 4.5%	1 0.7%	1 4.3%	8 14.8% CF	1 1.7%
K & M - With 0 Controls	163 46.2%	163 73.4% F	140 96.6% EF	23 100.0% CEF	0 0%	0 0%
K & M - With 1-3 Controls	81 22.9%	80 36.0% F	9 6.2%	17 73.9% CF	54 100.0% CDF	1 1.7%
K & M - Total Combinations	223 63.2%	222 100.0% F	145 100.0% F	23 100.0% F	54 100.0% F	1 1.7%
2 Controls	116 32.9%	62 27.9%	34 23.4%	7 30.4%	21 38.9% C	54 90.0% BCDE
K & P	7 2.0%	2 0.9%	0 0%	1 4.3%	1 1.9%	5 8.3% BC
K & S	4 1.1%	2 0.9%	0 0%	0 0%	2 3.7%	2 3.3%
K & T	5 1.4%	2 0.9%	0 0%	1 4.3%	1 1.9%	3 5.0%
M & P	4 1.1%	0 0%	0 0%	0 0%	0 0%	4 6.7% BCDE
M & S	5 1.4%	0 0%	0 0%	0 0%	0 0%	5 8.3% BCDE
M & T	26 7.4%	13 5.9%	0 0%	4 17.4% C	9 16.7% C	13 21.7% BC

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1a. Which machines do you think are made by the same company? Please select the machines that you think are made by the same company.  
 Q2a. Which machines do you think are made by companies that are associated or affiliated with each other? Please select the machines that you think are made by companies that are associated or affiliated with each other.  
 Q3a. Which of the machines do you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? Please select the machine(s) that you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines.

\*\* All Possible Combinations \*\*

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
P & S	13 3.7%	10 4.5%	7 4.8% D	0 0%	3 5.6%	3 5.0%
P & T	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
S & T	59 16.7%	36 16.2%	27 18.6%	2 8.7%	7 13.0%	23 38.3% BCDE
3 Controls	14 4.0%	6 2.7%	2 1.4%	0 0%	4 7.4% D	8 13.3% BCD
K & P & S	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
K & P & T	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
K & S & T	2 0.6%	0 0%	0 0%	0 0%	0 0%	2 3.3%
M & P & S	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
M & P & T	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
M & S & T	7 2.0%	3 1.4%	1 0.7%	0 0%	2 3.7%	4 6.7% D
P & S & T	3 0.8%	1 0.5%	1 0.7%	0 0%	0 0%	2 3.3%
4 Controls	2 0.6%	1 0.5%	0 0%	0 0%	1 1.9%	1 1.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1a. Which machines do you think are made by the same company? Please select the machines that you think are made by the same company.  
 Q2a. Which machines do you think are made by companies that are associated or affiliated with each other? Please select the machines that you think are made by companies that are associated or affiliated with each other.  
 Q3a. Which of the machines do you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines? Please select the machine(s) that you think is/are made by a company that had to get permission or authorization from one or more of the companies that make the other machines.

\*\* All Possible Combinations \*\*

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
K & P & S & T	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
M & P & S & T	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Control - Total Combinations	129 36.5%	69 31.1%	36 24.8%	7 30.4%	26 48.1%	60 100.0%
					C	BCDE
Overlap	70 19.8%	69 31.1%	36 24.8%	7 30.4%	26 48.1%	1 1.7%
		F	F	F	CF	
None/No Opinion	59 16.7%	0 0%	0 0%	0 0%	0 0%	59 98.3%
						BCDE
Selected Code 2 in Q1, Q2 and Q3	4 1.1%	0 0%	0 0%	0 0%	0 0%	0 0%
Selected Code 3 in Q1, Q2 and Q3	57 16.1%	0 0%	0 0%	0 0%	0 0%	0 0%
Selected Code 2,3 in Q1, Q2 and Q3	10 2.8%	0 0%	0 0%	0 0%	0 0%	0 0%
Sigma	1976 559.8%	1290 581.1%	841 580.0%	149 647.8%	300 555.6%	392 653.3%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

D1. What is your ethnicity?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
Caucasian	297 84.1%	187 84.2%	120 82.8%	20 87.0%	47 87.0%	51 85.0%
African American/Black	22 6.2%	13 5.9%	9 6.2% D	0 0%	4 7.4% D	5 8.3% D
Native American/Native Alaskan	15 4.2%	11 5.0%	10 6.9% E	1 4.3%	0 0%	2 3.3%
Hispanic	13 3.7%	11 5.0%	9 6.2%	1 4.3%	1 1.9%	1 1.7%
Asian or Pacific Islander	12 3.4%	7 3.2%	4 2.8%	1 4.3%	2 3.7%	2 3.3%
Prefer not to answer	4 1.1%	1 0.5%	1 0.7%	0 0%	0 0%	1 1.7%
Sigma	363 102.8%	230 103.6%	153 105.5%	23 100.0%	54 100.0%	62 103.3%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

D2. What is your marital status?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
Married or domestic partnership	246 69.7%	154 69.4%	104 71.7%	17 73.9%	33 61.1%	42 70.0%
Single or divorced	90 25.5%	56 25.2%	35 24.1%	5 21.7%	16 29.6%	16 26.7%
Widowed	16 4.5%	12 5.4%	6 4.1%	1 4.3%	5 9.3%	1 1.7%
Prefer not to answer	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Sigma	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Q1b. What makes you think that the machines you listed are made by the same company?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
SIMILAR (NET)	86 24.4%	69 31.1%	51 35.2%	10 43.5%	8 14.8%	17 28.3%
			E	E		
CABINET (SUBNET)	43 12.2%	33 14.9%	20 13.8%	8 34.8%	5 9.3%	10 16.7%
			CE			
Shape	18 5.1%	17 7.7%	8 5.5%	5 21.7%	4 7.4%	1 1.7%
		F		F		
Design	14 4.0%	11 5.0%	9 6.2%	1 4.3%	1 1.9%	3 5.0%
Cabinet/shell	5 1.4%	3 1.4%	3 2.1%	0 0%	0 0%	2 3.3%
Size	4 1.1%	4 1.8%	2 1.4%	2 8.7%	0 0%	0 0%
		F				
Layout	4 1.1%	4 1.8%	3 2.1%	1 4.3%	0 0%	0 0%
		F				
Screen/display	4 1.1%	4 1.8%	2 1.4%	2 8.7%	0 0%	0 0%
		F				
Hardware	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Curved top/domed top	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Height	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Buttons	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Set up	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1b. What makes you think that the machines you listed are made by the same company?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Features	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
OVERALL SIMILARITY (SUBNET)	23 6.5%	19 8.6%	15 10.3%	2 8.7%	2 3.7%	4 6.7%
Looks the same/look similar (nothing specific)	23 6.5%	19 8.6%	15 10.3%	2 8.7%	2 3.7%	4 6.7%
STYLE (SUBNET)	20 5.7%	16 7.2%	13 9.0% E	2 8.7%	1 1.9%	4 6.7%
Graphics	8 2.3%	7 3.2%	6 4.1% E	1 4.3%	0 0%	1 1.7%
Style	4 1.1%	4 1.8% F	4 2.8% DEF	0 0%	0 0%	0 0%
Lettering/font	3 0.8%	0 0%	0 0%	0 0%	0 0%	3 5.0%
Artwork	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
Colors	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Pay tables	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
THEME (SUBNET)	11 3.1%	9 4.1%	8 5.5% E	1 4.3%	0 0%	2 3.3%
Mentions "Gold"	3 0.8%	2 0.9%	2 1.4%	0 0%	0 0%	1 1.7%
Man/graphic of man/ man with a hat	3 0.8%	3 1.4%	3 2.1%	0 0%	0 0%	0 0%
Name	3 0.8%	2 0.9%	2 1.4%	0 0%	0 0%	1 1.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued



Q1b. What makes you think that the machines you listed are made by the same company?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Character	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
Other theme comments	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
GAME PLAY (SUBNET)	8 2.3%	7 3.2%	5 3.4%	1 4.3%	1 1.9%	1 1.7%
Reel play look	5 1.4%	5 2.3% F	4 2.8% DF	0 0%	1 1.9%	0 0%
Other game play comments	3 0.8%	2 0.9%	1 0.7%	1 4.3%	0 0%	1 1.7%
FAMILIARITY WITH MACHINES (SUBNET)	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Respondent has played the machine/familiar with machine	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
AMBIGUOUS (NET)	80 22.7%	70 31.5% F	33 22.8%	8 34.8%	29 53.7% CF	10 16.7%
CABINET (SUBNET)	58 16.4%	52 23.4% F	26 17.9%	5 21.7%	21 38.9% CF	6 10.0%
Shape	27 7.6%	24 10.8%	14 9.7%	3 13.0%	7 13.0%	3 5.0%
Design	14 4.0%	14 6.3% F	6 4.1% F	1 4.3%	7 13.0% F	0 0%
Curved top/domed top	10 2.8%	8 3.6%	4 2.8%	1 4.3%	3 5.6%	2 3.3%
Size	4 1.1%	3 1.4%	2 1.4%	1 4.3%	0 0%	1 1.7%
Brand name/company	4 1.1%	4 1.8% F	2 1.4%	0 0%	2 3.7%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1b. What makes you think that the machines you listed are made by the same company?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Bottom of machine	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Buttons	2 0.6%	2 0.9%	0 0%	1 4.3%	1 1.9%	0 0%
Trim	2 0.6%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
Screen/display	2 0.6%	1 0.5%	1 0.7%	0 0%	0 0%	1 1.7%
Height	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Layout	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Cabinet/shell	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Other cabinet comments	2 0.6%	2 0.9%	0 0%	0 0%	2 3.7%	0 0%
STYLE (SUBNET)	20 5.7%	20 9.0%	10 6.9%	3 13.0%	7 13.0%	0 0%
		F	F		F	
Style	7 2.0%	7 3.2%	3 2.1%	0 0%	4 7.4%	0 0%
		F			DF	
Colors	6 1.7%	6 2.7%	2 1.4%	1 4.3%	3 5.6%	0 0%
		F				
Graphics	5 1.4%	5 2.3%	3 2.1%	1 4.3%	1 1.9%	0 0%
		F				
Lettering/font	2 0.6%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
Logo	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1b. What makes you think that the machines you listed are made by the same company?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
GAME PLAY (SUBNET)	13 3.7%	12 5.4%	5 3.4%	2 8.7%	5 9.3%	1 1.7%
Reel play look	7 2.0%	7 3.2%	2 1.4%	2 8.7%	3 5.6%	0 0%
		F				
\$1 play	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Need 7s to win	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Payline	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Bingo	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Other game play comments	2 0.6%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
THEME (SUBNET)	9 2.5%	8 3.6%	4 2.8%	0 0%	4 7.4%	1 1.7%
			D		D	
Mentions "Gold"	4 1.1%	3 1.4%	1 0.7%	0 0%	2 3.7%	1 1.7%
Mentions "Money"	4 1.1%	4 1.8%	1 0.7%	0 0%	3 5.6%	0 0%
		F				
Moneybags	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Name	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Character	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
OVERALL SIMILARITY (SUBNET)	5 1.4%	5 2.3%	2 1.4%	1 4.3%	2 3.7%	0 0%
		F				

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1b. What makes you think that the machines you listed are made by the same company?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Looks the same/look similar (nothing specific)	5 1.4%	5 2.3% F	2 1.4%	1 4.3%	2 3.7%	0 0%
FAMILIARITY WITH MACHINES (SUBNET)	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Respondent has played the machine/familiar with machine	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
SAME (NET)	70 19.8%	59 26.6%	45 31.0% EF	7 30.4%	7 13.0%	11 18.3%
CABINET (SUBNET)	45 12.7%	39 17.6%	28 19.3% E	7 30.4% E	4 7.4%	6 10.0%
Shape	14 4.0%	12 5.4%	9 6.2% E	3 13.0%	0 0%	2 3.3%
Curved top/domed top	11 3.1%	10 4.5%	6 4.1%	2 8.7%	2 3.7%	1 1.7%
Design	10 2.8%	9 4.1%	8 5.5% D	0 0%	1 1.9%	1 1.7%
Size	6 1.7%	6 2.7% F	5 3.4% EF	1 4.3%	0 0%	0 0%
Cabinet/shell	4 1.1%	4 1.8% F	2 1.4%	2 8.7%	0 0%	0 0%
Brand name/company	4 1.1%	2 0.9%	1 0.7%	0 0%	1 1.9%	2 3.3%
Layout	3 0.8%	3 1.4%	3 2.1%	0 0%	0 0%	0 0%
Trim	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1b. What makes you think that the machines you listed are made by the same company?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Features	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Bottom of machine	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Height	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Buttons	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Set up	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Width	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Tray/arm rest	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
THEME (SUBNET)	12 3.4%	10 4.5%	9 6.2% E	1 4.3%	0 0%	2 3.3%
Mentions "Gold"	5 1.4%	4 1.8%	4 2.8% DE	0 0%	0 0%	1 1.7%
Mentions "Money"	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Name	2 0.6%	1 0.5%	1 0.7%	0 0%	0 0%	1 1.7%
Man/graphic of man/ man with a hat	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Character	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Other theme comments	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
GAME PLAY (SUBNET)	11 3.1%	9 4.1%	5 3.4%	1 4.3%	3 5.6%	2 3.3%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1b. What makes you think that the machines you listed are made by the same company?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Reel play look	5 1.4%	4 1.8%	1 0.7%	1 4.3%	2 3.7%	1 1.7%
\$1 play	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Need 7s to win	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Other game play comments	4 1.1%	4 1.8%	3 2.1%	0 0%	1 1.9%	0 0%
STYLE (SUBNET)	9 2.5%	8 3.6%	6 4.1%	1 4.3%	1 1.9%	1 1.7%
Style	3 0.8%	2 0.9%	2 1.4%	0 0%	0 0%	1 1.7%
Colors	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Graphics	2 0.6%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
Lettering/font	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Pay tables	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
OVERALL SIMILARITY (SUBNET)	9 2.5%	8 3.6%	8 5.5%	0 0%	0 0%	1 1.7%
Looks the same/look similar (nothing specific)	9 2.5%	8 3.6%	8 5.5%	0 0%	0 0%	1 1.7%
MISCELLANEOUS (NET)	3 0.8%	0 0%	0 0%	0 0%	0 0%	3 5.0%
Not sure	3 0.8%	0 0%	0 0%	0 0%	0 0%	3 5.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1b. What makes you think that the machines you listed are made by the same company?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Not asked	128 36.3%	35 15.8%	24 16.6% D	0 0%	11 20.4% D	22 36.7% BCD
Sigma	483 136.8%	340 153.2%	223 153.8%	43 187.0%	74 137.0%	72 120.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Q1bb. What do you mean?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
SAME (NET)	103 29.2%	89 40.1% F	66 45.5% EF	11 47.8% EF	12 22.2%	14 23.3%
CABINET (SUBNET)	72 20.4%	63 28.4% F	45 31.0% EF	10 43.5% EF	8 14.8%	9 15.0%
Shape	24 6.8%	21 9.5%	15 10.3% E	5 21.7% E	1 1.9%	3 5.0%
Curved top/domed top	14 4.0%	14 6.3% F	6 4.1% F	3 13.0%	5 9.3% F	0 0%
Cabinet/shell	12 3.4%	11 5.0%	9 6.2%	1 4.3%	1 1.9%	1 1.7%
Design	7 2.0%	5 2.3%	5 3.4% DE	0 0%	0 0%	2 3.3%
Height	7 2.0%	6 2.7%	4 2.8% E	2 8.7%	0 0%	1 1.7%
Size	7 2.0%	6 2.7%	3 2.1%	3 13.0%	0 0%	1 1.7%
Buttons	5 1.4%	5 2.3% F	3 2.1%	1 4.3%	1 1.9%	0 0%
Layout	4 1.1%	4 1.8% F	2 1.4%	1 4.3%	1 1.9%	0 0%
Brand name/company	4 1.1%	2 0.9%	2 1.4%	0 0%	0 0%	2 3.3%
Features	3 0.8%	1 0.5%	1 0.7%	0 0%	0 0%	2 3.3%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued



Q1bb. What do you mean?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Tray/arm rest	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
Hardware	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Lights on top	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Bottom of machine	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Set up	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Signs	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Trim	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Screen/display	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Width	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
THEME (SUBNET)	16 4.5%	14 6.3%	14 9.7% DE	0 0%	0 0%	2 3.3%
Mentions "Gold"	5 1.4%	4 1.8%	4 2.8% DE	0 0%	0 0%	1 1.7%
Mentions "Money"	3 0.8%	3 1.4%	3 2.1%	0 0%	0 0%	0 0%
Man/graphic of man/ man with a hat	3 0.8%	3 1.4%	3 2.1%	0 0%	0 0%	0 0%
Name	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Character	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1bb. What do you mean?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Other theme comments	3 0.8%	2 0.9%	2 1.4%	0 0%	0 0%	1 1.7%
STYLE (SUBNET)	15 4.2%	13 5.9%	9 6.2%	2 8.7%	2 3.7%	2 3.3%
Colors	4 1.1%	4 1.8%	4 2.8%	0 0%	0 0%	0 0%
		F	DEF			
Graphics	3 0.8%	2 0.9%	1 0.7%	1 4.3%	0 0%	1 1.7%
Style	3 0.8%	3 1.4%	1 0.7%	0 0%	2 3.7%	0 0%
Lettering/font	3 0.8%	3 1.4%	2 1.4%	1 4.3%	0 0%	0 0%
Logo	2 0.6%	1 0.5%	1 0.7%	0 0%	0 0%	1 1.7%
Pay tables	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
OVERALL SIMILARITY (SUBNET)	14 4.0%	13 5.9%	11 7.6%	1 4.3%	1 1.9%	1 1.7%
			EF			
Looks the same/look similar (nothing specific)	14 4.0%	13 5.9%	11 7.6%	1 4.3%	1 1.9%	1 1.7%
			EF			
GAME PLAY (SUBNET)	13 3.7%	12 5.4%	8 5.5%	2 8.7%	2 3.7%	1 1.7%
Reel play look	10 2.8%	10 4.5%	6 4.1%	2 8.7%	2 3.7%	0 0%
		F	F			
Need 7s to win	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Other game play comments	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1bb. What do you mean?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
SIMILAR (NET)	75 21.2%	66 29.7% F	37 25.5%	9 39.1% F	20 37.0% F	9 15.0%
CABINET (SUBNET)	34 9.6%	30 13.5%	16 11.0%	4 17.4%	10 18.5%	4 6.7%
Shape	14 4.0%	14 6.3% F	6 4.1% F	2 8.7%	6 11.1% F	0 0%
Size	7 2.0%	6 2.7%	4 2.8%	1 4.3%	1 1.9%	1 1.7%
Design	6 1.7%	6 2.7% F	3 2.1%	0 0%	3 5.6%	0 0%
Curved top/domed top	3 0.8%	2 0.9%	0 0%	1 4.3%	1 1.9%	1 1.7%
Cabinet/shell	3 0.8%	1 0.5%	0 0%	0 0%	1 1.9%	2 3.3%
Height	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Buttons	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
Screen/display	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Hardware	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Bottom of machine	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Money slot	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Layout	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Features	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1bb. What do you mean?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Width	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Tray/arm rest	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
OVERALL SIMILARITY (SUBNET)	25 7.1%	20 9.0%	13 9.0%	3 13.0%	4 7.4%	5 8.3%
Looks the same/look similar (nothing specific)	25 7.1%	20 9.0%	13 9.0%	3 13.0%	4 7.4%	5 8.3%
STYLE (SUBNET)	17 4.8%	16 7.2% F	8 5.5%	2 8.7%	6 11.1% F	1 1.7%
Graphics	8 2.3%	7 3.2%	4 2.8%	1 4.3%	2 3.7%	1 1.7%
Colors	4 1.1%	4 1.8% F	2 1.4%	0 0%	2 3.7%	0 0%
Lettering/font	2 0.6%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
Pay tables	2 0.6%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
Artwork	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Logo	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
GAME PLAY (SUBNET)	8 2.3%	8 3.6% F	3 2.1%	1 4.3%	4 7.4% F	0 0%
Reel play look	5 1.4%	5 2.3% F	3 2.1%	0 0%	2 3.7%	0 0%
Payline	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1bb. What do you mean?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Other game play comments	2 0.6%	2 0.9%	0 0%	1 4.3%	1 1.9%	0 0%
THEME (SUBNET)	8 2.3%	8 3.6%	5 3.4%	1 4.3%	2 3.7%	0 0%
		F	F			
Moneybags	2 0.6%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
Mentions "Money"	2 0.6%	2 0.9%	0 0%	0 0%	2 3.7%	0 0%
Name	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Mentions "Gold"	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Man/graphic of man/ man with a hat	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Character	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Other theme comments	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
AMBIGUOUS (NET)	62 17.6%	52 23.4%	31 21.4%	6 26.1%	15 27.8%	10 16.7%
CABINET (SUBNET)	41 11.6%	36 16.2%	22 15.2%	5 21.7%	9 16.7%	5 8.3%
Curved top/domed top	11 3.1%	11 5.0%	4 2.8%	4 17.4%	3 5.6%	0 0%
		F	F	F		
Design	9 2.5%	7 3.2%	6 4.1%	0 0%	1 1.9%	2 3.3%
			D			
Shape	9 2.5%	9 4.1%	8 5.5%	0 0%	1 1.9%	0 0%
		F	DF			

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1bb. What do you mean?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Brand name/company	7 2.0%	7 3.2% F	5 3.4% DF	0 0%	2 3.7%	0 0%
Layout	3 0.8%	3 1.4%	2 1.4%	0 0%	1 1.9%	0 0%
Size	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Cabinet/shell	2 0.6%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
Tray/arm rest	2 0.6%	1 0.5%	0 0%	0 0%	1 1.9%	1 1.7%
Rectangle on top	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Bottom of machine	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Height	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Buttons	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Signs	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Screen/display	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
STYLE (SUBNET)	13 3.7%	11 5.0%	6 4.1%	1 4.3%	4 7.4%	2 3.3%
Colors	4 1.1%	4 1.8% F	2 1.4%	1 4.3%	1 1.9%	0 0%
Graphics	4 1.1%	4 1.8% F	3 2.1%	0 0%	1 1.9%	0 0%
Lettering/font	2 0.6%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1bb. What do you mean?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Style	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Logo	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Other style comments	2 0.6%	1 0.5%	0 0%	0 0%	1 1.9%	1 1.7%
GAME PLAY (SUBNET)	7 2.0%	7 3.2%	3 2.1%	1 4.3%	3 5.6%	0 0%
Reel play look	3 0.8%	3 1.4%	1 0.7%	1 4.3%	1 1.9%	0 0%
Need 7s to win	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
Payline	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Pull arms	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Other game play comments	2 0.6%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
THEME (SUBNET)	3 0.8%	2 0.9%	2 1.4%	0 0%	0 0%	1 1.7%
Mentions "Gold"	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Man/graphic of man/ man with a hat	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Other theme comments	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
OVERALL SIMILARITY (SUBNET)	3 0.8%	2 0.9%	2 1.4%	0 0%	0 0%	1 1.7%
Looks the same/look similar (nothing specific)	3 0.8%	2 0.9%	2 1.4%	0 0%	0 0%	1 1.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1bb. What do you mean?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
MISCELLANEOUS (NET)	10 2.8%	5 2.3%	3 2.1%	1 4.3%	1 1.9%	5 8.3%
Nothing in particular	3 0.8%	3 1.4%	3 2.1%	0 0%	0 0%	0 0%
Not sure	2 0.6%	0 0%	0 0%	0 0%	0 0%	2 3.3%
Refused/missing	5 1.4%	2 0.9%	0 0%	1 4.3%	1 1.9%	3 5.0%
Not asked	128 36.3%	35 15.8%	24 16.6%	0 0%	11 20.4%	22 36.7%
			D		D	BCD
Sigma	492 139.4%	351 158.1%	229 157.9%	46 200.0%	76 140.7%	70 116.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.



Q1C. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
SAME (NET)	35 9.9%	34 15.3%	20 13.8%	7 30.4%	7 13.0%	1 1.7%
		F	F	F	F	
CABINET (SUBNET)	16 4.5%	16 7.2%	7 4.8%	4 17.4%	5 9.3%	0 0%
		F	F	F	F	
Shape	4 1.1%	4 1.8%	3 2.1%	1 4.3%	0 0%	0 0%
		F				
Layout	4 1.1%	4 1.8%	1 0.7%	3 13.0%	0 0%	0 0%
		F				
Size	3 0.8%	3 1.4%	3 2.1%	0 0%	0 0%	0 0%
Buttons	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Cabinet/shell	2 0.6%	2 0.9%	0 0%	0 0%	2 3.7%	0 0%
Rectangle on top	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Curved top/domed top	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Bottom of machine	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Design	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Height	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
GAME PLAY (SUBNET)	11 3.1%	11 5.0%	6 4.1%	3 13.0%	2 3.7%	0 0%
		F	F			

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1C. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Reel play look	5 1.4%	5 2.3% F	2 1.4%	2 8.7%	1 1.9%	0 0%
\$1 play	4 1.1%	4 1.8% F	3 2.1%	1 4.3%	0 0%	0 0%
Need 7s to win	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Bingo	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Other game play comments	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
STYLE (SUBNET)	10 2.8%	9 4.1%	6 4.1% E	3 13.0%	0 0%	1 1.7%
Pay tables	4 1.1%	4 1.8% F	2 1.4%	2 8.7%	0 0%	0 0%
Colors	3 0.8%	3 1.4%	2 1.4%	1 4.3%	0 0%	0 0%
Artwork	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Graphics	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Other style comments	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
THEME (SUBNET)	5 1.4%	5 2.3% F	4 2.8% DF	0 0%	1 1.9%	0 0%
Mentions "Money"	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Man/graphic of man/ man with a hat	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1C. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Mentions "Gold"	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Moneybags	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
AMBIGUOUS (NET)	23 6.5%	20 9.0%	16 11.0% E	4 17.4% E	0 0%	3 5.0%
CABINET (SUBNET)	11 3.1%	10 4.5%	8 5.5% E	2 8.7%	0 0%	1 1.7%
Curved top/domed top	3 0.8%	3 1.4%	2 1.4%	1 4.3%	0 0%	0 0%
Shape	3 0.8%	3 1.4%	2 1.4%	1 4.3%	0 0%	0 0%
Size	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
Layout	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Money slot	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Buttons	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Screen/display	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Other cabinet comments	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
STYLE (SUBNET)	6 1.7%	5 2.3%	3 2.1%	2 8.7%	0 0%	1 1.7%
Colors	4 1.1%	3 1.4%	1 0.7%	2 8.7%	0 0%	1 1.7%
Graphics	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1C. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Pay tables	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
GAME PLAY (SUBNET)	5 1.4%	4 1.8%	4 2.8%	0 0%	0 0%	1 1.7%
			DE			
Reel play look	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Payline	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Bingo	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Other game play comments	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
THEME (SUBNET)	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
Mentions "Gold"	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Character	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
SIMILAR (NET)	17 4.8%	16 7.2%	8 5.5%	4 17.4%	4 7.4%	1 1.7%
		F				
STYLE (SUBNET)	5 1.4%	5 2.3%	4 2.8%	1 4.3%	0 0%	0 0%
		F	EF			
Graphics	3 0.8%	3 1.4%	3 2.1%	0 0%	0 0%	0 0%
Colors	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
Artwork	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
CABINET (SUBNET)	4 1.1%	3 1.4%	2 1.4%	0 0%	1 1.9%	1 1.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1C. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Lights on top	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Design	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Money slot	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Payout window	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Size	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Buttons	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
THEME (SUBNET)	4 1.1%	4 1.8% F	2 1.4%	2 8.7%	0 0%	0 0%
Man/graphic of man/ man with a hat	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Name	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Character	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Other theme comments	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
OVERALL SIMILARITY (SUBNET)	3 0.8%	3 1.4%	0 0%	1 4.3%	2 3.7%	0 0%
Looks the same/look similar (nothing specific)	3 0.8%	3 1.4%	0 0%	1 4.3%	2 3.7%	0 0%
GAME PLAY (SUBNET)	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Reel play look	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1C. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
MISCELLANEOUS (NET)	6 1.7%	5 2.3%	1 0.7%	1 4.3%	3 5.6%	1 1.7%
Nothing in particular	4 1.1%	3 1.4%	1 0.7%	1 4.3%	1 1.9%	1 1.7%
Refused/missing	2 0.6%	2 0.9%	0 0%	0 0%	2 3.7%	0 0%
Not asked	128 36.3%	35 15.8%	24 16.6% D	0 0%	11 20.4% D	22 36.7% BCD
Nothing else	146 41.4%	114 51.4%	78 53.8% D	7 30.4%	29 53.7%	32 53.3%
Sigma	381 107.9%	249 112.2%	162 111.7%	29 126.1%	58 107.4%	61 101.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Q1bb. What do you mean?  
Q1C. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
SAME (NET)	117 33.1%	103 46.4% F	73 50.3% EF	14 60.9% EF	16 29.6%	14 23.3%
CABINET (SUBNET)	82 23.2%	73 32.9% F	51 35.2% EF	11 47.8% EF	11 20.4%	9 15.0%
Shape	31 8.8%	28 12.6% F	19 13.1% EF	7 30.4% EF	2 3.7%	3 5.0%
Curved top/domed top	17 4.8%	17 7.7% F	8 5.5% F	3 13.0%	6 11.1% F	0 0%
Cabinet/shell	14 4.0%	13 5.9%	9 6.2%	1 4.3%	3 5.6%	1 1.7%
Size	12 3.4%	11 5.0%	6 4.1%	4 17.4%	1 1.9%	1 1.7%
Layout	10 2.8%	10 4.5% F	5 3.4% F	4 17.4% F	1 1.9%	0 0%
Height	9 2.5%	8 3.6%	5 3.4%	2 8.7%	1 1.9%	1 1.7%
Buttons	9 2.5%	9 4.1% F	7 4.8% F	1 4.3%	1 1.9%	0 0%
Design	8 2.3%	6 2.7%	6 4.1% DE	0 0%	0 0%	2 3.3%
Brand name/company	4 1.1%	2 0.9%	2 1.4%	0 0%	0 0%	2 3.3%
Features	3 0.8%	1 0.5%	1 0.7%	0 0%	0 0%	2 3.3%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1bb. What do you mean?

Q1C. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Tray/arm rest	3 0.8%	3 1.4%	2 1.4%	1 4.3%	0 0%	0 0%
Bottom of machine	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Money slot	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Rectangle on top	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Hardware	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Lights on top	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Payout window	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Set up	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Signs	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Trim	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Screen/display	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Width	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Other cabinet comments	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
GAME PLAY (SUBNET)	29 8.2%	28 12.6%	17 11.7%	5 21.7%	6 11.1%	1 1.7%
		F	F	F	F	
Reel play look	16 4.5%	16 7.2%	8 5.5%	4 17.4%	4 7.4%	0 0%
		F	F	F	F	

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued



Q1bb. What do you mean?

Q1C. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
\$1 play	4 1.1%	4 1.8% F	3 2.1%	1 4.3%	0 0%	0 0%
Need 7s to win	2 0.6%	1 0.5%	0 0%	0 0%	1 1.9%	1 1.7%
Bingo	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Payline	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Other game play comments	6 1.7%	6 2.7% F	5 3.4% DF	0 0%	1 1.9%	0 0%
STYLE (SUBNET)	28 7.9%	26 11.7% F	17 11.7% EF	7 30.4% EF	2 3.7%	2 3.3%
Colors	11 3.1%	11 5.0% F	8 5.5% EF	3 13.0%	0 0%	0 0%
Graphics	7 2.0%	6 2.7%	4 2.8% E	2 8.7%	0 0%	1 1.7%
Pay tables	6 1.7%	6 2.7% F	3 2.1%	3 13.0%	0 0%	0 0%
Style	3 0.8%	3 1.4%	1 0.7%	0 0%	2 3.7%	0 0%
Lettering/font	3 0.8%	3 1.4%	2 1.4%	1 4.3%	0 0%	0 0%
Artwork	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Logo	2 0.6%	1 0.5%	1 0.7%	0 0%	0 0%	1 1.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1bb. What do you mean?

Q1C. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Other style comments	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
THEME (SUBNET)	23 6.5%	21 9.5%	20 13.8% DEF	0 0%	1 1.9%	2 3.3%
Mentions "Gold"	7 2.0%	6 2.7%	5 3.4% D	0 0%	1 1.9%	1 1.7%
Man/graphic of man/ man with a hat	7 2.0%	7 3.2% F	7 4.8% DEF	0 0%	0 0%	0 0%
Mentions "Money"	4 1.1%	4 1.8% F	4 2.8% DEF	0 0%	0 0%	0 0%
Name	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Moneybags	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Character	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Other theme comments	4 1.1%	3 1.4%	3 2.1%	0 0%	0 0%	1 1.7%
OVERALL SIMILARITY (SUBNET)	22 6.2%	21 9.5% F	14 9.7% F	3 13.0%	4 7.4%	1 1.7%
Looks the same/look similar (nothing specific)	22 6.2%	21 9.5% F	14 9.7% F	3 13.0%	4 7.4%	1 1.7%
SIMILAR (NET)	85 24.1%	76 34.2% F	41 28.3% F	12 52.2% CF	23 42.6% F	9 15.0%
CABINET (SUBNET)	51 14.4%	46 20.7% F	24 16.6%	7 30.4% F	15 27.8% F	5 8.3%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1bb. What do you mean?

Q1C. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Shape	21 5.9%	21 9.5% F	11 7.6% F	4 17.4% F	6 11.1% F	0 0%
Size	10 2.8%	9 4.1%	5 3.4%	2 8.7%	2 3.7%	1 1.7%
Curved top/domed top	8 2.3%	7 3.2%	1 0.7%	2 8.7%	4 7.4%	1 1.7%
Design	8 2.3%	8 3.6% F	5 3.4% DF	0 0%	3 5.6%	0 0%
Cabinet/shell	5 1.4%	3 1.4%	0 0%	1 4.3%	2 3.7%	2 3.3%
Buttons	4 1.1%	4 1.8% F	3 2.1%	1 4.3%	0 0%	0 0%
Layout	4 1.1%	4 1.8% F	3 2.1%	1 4.3%	0 0%	0 0%
Bottom of machine	3 0.8%	3 1.4%	3 2.1%	0 0%	0 0%	0 0%
Height	3 0.8%	3 1.4%	2 1.4%	0 0%	1 1.9%	0 0%
Money slot	2 0.6%	1 0.5%	1 0.7%	0 0%	0 0%	1 1.7%
Screen/display	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Tray/arm rest	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
Hardware	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Lights on top	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1bb. What do you mean?

Q1C. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Payout window	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Features	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Width	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
STYLE (SUBNET)	28 7.9%	26 11.7% F	14 9.7%	5 21.7% F	7 13.0%	2 3.3%
Colors	12 3.4%	11 5.0%	6 4.1%	3 13.0%	2 3.7%	1 1.7%
Graphics	11 3.1%	10 4.5%	7 4.8%	1 4.3%	2 3.7%	1 1.7%
Pay tables	4 1.1%	4 1.8% F	2 1.4%	1 4.3%	1 1.9%	0 0%
Lettering/font	3 0.8%	3 1.4%	2 1.4%	0 0%	1 1.9%	0 0%
Artwork	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
Style	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Logo	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
OVERALL SIMILARITY (SUBNET)	28 7.9%	23 10.4%	13 9.0%	4 17.4%	6 11.1%	5 8.3%
Looks the same/look similar (nothing specific)	28 7.9%	23 10.4%	13 9.0%	4 17.4%	6 11.1%	5 8.3%
GAME PLAY (SUBNET)	16 4.5%	15 6.8% F	6 4.1%	3 13.0%	6 11.1% F	1 1.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1bb. What do you mean?

Q1C. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Reel play look	11 3.1%	10 4.5%	5 3.4%	1 4.3%	4 7.4%	1 1.7%
\$1 play	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Payline	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Other game play comments	3 0.8%	3 1.4%	1 0.7%	1 4.3%	1 1.9%	0 0%
THEME (SUBNET)	14 4.0%	14 6.3%	8 5.5%	4 17.4%	2 3.7%	0 0%
		F	F	F		
Moneybags	3 0.8%	3 1.4%	2 1.4%	0 0%	1 1.9%	0 0%
Mentions "Money"	3 0.8%	3 1.4%	1 0.7%	0 0%	2 3.7%	0 0%
Name	3 0.8%	3 1.4%	2 1.4%	1 4.3%	0 0%	0 0%
Character	3 0.8%	3 1.4%	2 1.4%	1 4.3%	0 0%	0 0%
Man/graphic of man/ man with a hat	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
Mentions "Gold"	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Other theme comments	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
AMBIGUOUS (NET)	77 21.8%	65 29.3%	42 29.0%	8 34.8%	15 27.8%	12 20.0%
CABINET (SUBNET)	55 15.6%	49 22.1%	33 22.8%	6 26.1%	10 18.5%	6 10.0%
		F	F			

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1bb. What do you mean?

Q1C. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Curved top/domed top	15 4.2%	14 6.3% F	7 4.8%	4 17.4%	3 5.6%	1 1.7%
Shape	15 4.2%	15 6.8% F	12 8.3% EF	2 8.7%	1 1.9%	0 0%
Design	10 2.8%	8 3.6%	7 4.8% D	0 0%	1 1.9%	2 3.3%
Size	7 2.0%	6 2.7%	5 3.4% E	1 4.3%	0 0%	1 1.7%
Brand name/company	7 2.0%	7 3.2% F	5 3.4% DF	0 0%	2 3.7%	0 0%
Layout	5 1.4%	5 2.3% F	4 2.8% DF	0 0%	1 1.9%	0 0%
Cabinet/shell	5 1.4%	5 2.3% F	3 2.1%	0 0%	2 3.7%	0 0%
Bottom of machine	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Buttons	2 0.6%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
Screen/display	2 0.6%	0 0%	0 0%	0 0%	0 0%	2 3.3%
Tray/arm rest	2 0.6%	1 0.5%	0 0%	0 0%	1 1.9%	1 1.7%
Rectangle on top	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Height	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1bb. What do you mean?

Q1C. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Money slot	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Signs	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Other cabinet comments	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
STYLE (SUBNET)	22 6.2%	19 8.6%	12 8.3%	3 13.0%	4 7.4%	3 5.0%
Colors	9 2.5%	8 3.6%	4 2.8%	3 13.0%	1 1.9%	1 1.7%
Graphics	6 1.7%	6 2.7%	5 3.4%	0 0%	1 1.9%	0 0%
Lettering/font	2 0.6%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
Logo	2 0.6%	1 0.5%	1 0.7%	0 0%	0 0%	1 1.7%
Style	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Pay tables	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Other style comments	2 0.6%	1 0.5%	0 0%	0 0%	1 1.9%	1 1.7%
GAME PLAY (SUBNET)	14 4.0%	13 5.9%	8 5.5%	1 4.3%	4 7.4%	1 1.7%
Reel play look	5 1.4%	4 1.8%	2 1.4%	1 4.3%	1 1.9%	1 1.7%
Need 7s to win	3 0.8%	3 1.4%	1 0.7%	1 4.3%	1 1.9%	0 0%
Payline	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q1bb. What do you mean?

Q1C. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
\$1 play	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Bingo	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Pull arms	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Other game play comments	4 1.1%	4 1.8%	3 2.1%	0 0%	1 1.9%	0 0%
THEME (SUBNET)	9 2.5%	8 3.6%	6 4.1%	2 8.7%	0 0%	1 1.7%
Name	3 0.8%	3 1.4%	2 1.4%	1 4.3%	0 0%	0 0%
Mentions "Gold"	2 0.6%	1 0.5%	1 0.7%	0 0%	0 0%	1 1.7%
Man/graphic of man/ man with a hat	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Character	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Other theme comments	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
OVERALL SIMILARITY (SUBNET)	8 2.3%	6 2.7%	4 2.8%	1 4.3%	1 1.9%	2 3.3%
Looks the same/look similar (nothing specific)	8 2.3%	6 2.7%	4 2.8%	1 4.3%	1 1.9%	2 3.3%
MISCELLANEOUS (NET)	16 4.5%	10 4.5%	4 2.8%	2 8.7%	4 7.4%	6 10.0%
Nothing in particular	7 2.0%	6 2.7%	4 2.8%	1 4.3%	1 1.9%	1 1.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued



Q1bb. What do you mean?  
Q1C. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Not sure	2 0.6%	0 0%	0 0%	0 0%	0 0%	2 3.3%
Refused/missing	7 2.0%	4 1.8%	0 0%	1 4.3%	3 5.6%	3 5.0%
Not asked	128 36.3%	35 15.8%	24 16.6%	0 0%	11 20.4%	22 36.7%
			D		D	BCD
Sigma	715 202.5%	562 253.2%	361 249.0%	90 391.3%	111 205.6%	82 136.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Q2b. What makes you think that the machines you listed are made by companies that are associated or affiliated with each other?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
SAME (NET)	80 22.7%	65 29.3%	44 30.3%	9 39.1%	12 22.2%	15 25.0%
CABINET (SUBNET)	36 10.2%	31 14.0%	23 15.9%	4 17.4%	4 7.4%	5 8.3%
Shape	16 4.5%	15 6.8%	12 8.3%	2 8.7%	1 1.9%	1 1.7%
Size	8 2.3%	7 3.2%	6 4.1%	1 4.3%	0 0%	1 1.7%
Cabinet/shell	5 1.4%	4 1.8%	3 2.1%	0 0%	1 1.9%	1 1.7%
Curved top/domed top	4 1.1%	4 1.8%	1 0.7%	1 4.3%	2 3.7%	0 0%
Layout	4 1.1%	4 1.8%	3 2.1%	1 4.3%	0 0%	0 0%
Features	4 1.1%	3 1.4%	2 1.4%	1 4.3%	0 0%	1 1.7%
Height	3 0.8%	3 1.4%	2 1.4%	0 0%	1 1.9%	0 0%
Buttons	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Brand name/company	2 0.6%	1 0.5%	1 0.7%	0 0%	0 0%	1 1.7%
Width	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Tray/arm rest	2 0.6%	1 0.5%	1 0.7%	0 0%	0 0%	1 1.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2b. What makes you think that the machines you listed are made by companies that are associated or affiliated with each other?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Hardware	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Lights on top	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Bottom of machine	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Design	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Set up	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Signs	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
THEME (SUBNET)	22 6.2%	16 7.2%	12 8.3%	2 8.7%	2 3.7%	6 10.0%
Mentions "Gold"	11 3.1%	6 2.7%	3 2.1%	1 4.3%	2 3.7%	5 8.3%
Mentions "Money"	6 1.7%	6 2.7%	5 3.4%	1 4.3%	0 0%	0 0%
		F	EF			
Moneybags	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Man/graphic of man/ man with a hat	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Other theme comments	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
GAME PLAY (SUBNET)	19 5.4%	15 6.8%	8 5.5%	3 13.0%	4 7.4%	4 6.7%
Reel play look	10 2.8%	9 4.1%	3 2.1%	2 8.7%	4 7.4%	1 1.7%
\$1 play	4 1.1%	4 1.8%	4 2.8%	0 0%	0 0%	0 0%
		F	DEF			

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2b. What makes you think that the machines you listed are made by companies that are associated or affiliated with each other?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Payline	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
Need 7s to win	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Bingo	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Other game play comments	3 0.8%	1 0.5%	1 0.7%	0 0%	0 0%	2 3.3%
STYLE (SUBNET)	12 3.4%	10 4.5%	6 4.1%	2 8.7%	2 3.7%	2 3.3%
Graphics	5 1.4%	5 2.3%	3 2.1%	2 8.7%	0 0%	0 0%
Style	3 0.8%	2 0.9%	2 1.4%	0 0%	0 0%	1 1.7%
Logo	2 0.6%	2 0.9%	0 0%	0 0%	2 3.7%	0 0%
Colors	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Lettering/font	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Pay tables	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
OVERALL SIMILARITY (SUBNET)	9 2.5%	8 3.6%	6 4.1%	1 4.3%	1 1.9%	1 1.7%
Looks the same/look similar (nothing specific)	9 2.5%	8 3.6%	6 4.1%	1 4.3%	1 1.9%	1 1.7%
SIMILAR (NET)	72 20.4%	64 28.8%	39 26.9%	7 30.4%	18 33.3%	8 13.3%
		F	F		F	

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2b. What makes you think that the machines you listed are made by companies that are associated or affiliated with each other?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
CABINET (SUBNET)	40 11.3%	36 16.2% F	20 13.8%	4 17.4%	12 22.2% F	4 6.7%
Shape	14 4.0%	13 5.9%	5 3.4%	2 8.7%	6 11.1% F	1 1.7%
Design	13 3.7%	13 5.9% F	7 4.8% F	1 4.3%	5 9.3% F	0 0%
Curved top/domed top	7 2.0%	5 2.3%	3 2.1%	1 4.3%	1 1.9%	2 3.3%
Size	5 1.4%	5 2.3% F	3 2.1%	0 0%	2 3.7%	0 0%
Layout	5 1.4%	5 2.3% F	4 2.8% DF	0 0%	1 1.9%	0 0%
Cabinet/shell	4 1.1%	4 1.8% F	4 2.8% DEF	0 0%	0 0%	0 0%
Height	3 0.8%	1 0.5%	0 0%	0 0%	1 1.9%	2 3.3%
Screen/display	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Tray/arm rest	2 0.6%	1 0.5%	0 0%	1 4.3%	0 0%	1 1.7%
Hardware	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Buttons	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Trim	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
OVERALL SIMILARITY (SUBNET)	23 6.5%	19 8.6%	14 9.7%	3 13.0%	2 3.7%	4 6.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2b. What makes you think that the machines you listed are made by companies that are associated or affiliated with each other?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Looks the same/look similar (nothing specific)	23 6.5%	19 8.6%	14 9.7%	3 13.0%	2 3.7%	4 6.7%
STYLE (SUBNET)	15 4.2%	12 5.4%	8 5.5% D	0 0%	4 7.4% D	3 5.0%
Colors	5 1.4%	3 1.4%	3 2.1%	0 0%	0 0%	2 3.3%
Graphics	4 1.1%	4 1.8% F	4 2.8% DEF	0 0%	0 0%	0 0%
Style	4 1.1%	3 1.4%	1 0.7%	0 0%	2 3.7%	1 1.7%
Pay tables	2 0.6%	2 0.9%	0 0%	0 0%	2 3.7%	0 0%
Lettering/font	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
GAME PLAY (SUBNET)	9 2.5%	9 4.1% F	4 2.8% F	1 4.3%	4 7.4% F	0 0%
Reel play look	6 1.7%	6 2.7% F	3 2.1%	1 4.3%	2 3.7%	0 0%
Payline	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Bingo	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Other game play comments	2 0.6%	2 0.9%	0 0%	0 0%	2 3.7%	0 0%
THEME (SUBNET)	8 2.3%	8 3.6% F	6 4.1% F	1 4.3%	1 1.9%	0 0%
Name	3 0.8%	3 1.4%	3 2.1%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2b. What makes you think that the machines you listed are made by companies that are associated or affiliated with each other?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Character	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Mentions "Gold"	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Moneybags	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Mentions "Money"	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Other theme comments	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
AMBIGUOUS (NET)	49 13.9%	38 17.1%	20 13.8%	3 13.0%	15 27.8%	11 18.3%
CABINET (SUBNET)	29 8.2%	27 12.2%	16 11.0%	2 8.7%	9 16.7%	2 3.3%
Shape	13 3.7%	13 5.9%	8 5.5%	1 4.3%	4 7.4%	0 0%
Design	5 1.4%	4 1.8%	3 2.1%	0 0%	1 1.9%	1 1.7%
Curved top/domed top	3 0.8%	3 1.4%	0 0%	1 4.3%	2 3.7%	0 0%
Cabinet/shell	3 0.8%	3 1.4%	1 0.7%	0 0%	2 3.7%	0 0%
Brand name/company	3 0.8%	3 1.4%	3 2.1%	0 0%	0 0%	0 0%
Money slot	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Layout	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Screen/display	2 0.6%	1 0.5%	1 0.7%	0 0%	0 0%	1 1.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2b. What makes you think that the machines you listed are made by companies that are associated or affiliated with each other?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Payout window	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Size	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Features	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
STYLE (SUBNET)	15 4.2%	10 4.5%	3 2.1%	0 0%	7 13.0% CD	5 8.3% D
Colors	6 1.7%	5 2.3%	2 1.4%	0 0%	3 5.6%	1 1.7%
Style	5 1.4%	2 0.9%	0 0%	0 0%	2 3.7%	3 5.0%
Lettering/font	3 0.8%	2 0.9%	0 0%	0 0%	2 3.7%	1 1.7%
Graphics	2 0.6%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
Artwork	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
THEME (SUBNET)	6 1.7%	5 2.3%	4 2.8% E	1 4.3%	0 0%	1 1.7%
Mentions "Gold"	2 0.6%	1 0.5%	1 0.7%	0 0%	0 0%	1 1.7%
Name	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Man/graphic of man/ man with a hat	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Other theme comments	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
GAME PLAY (SUBNET)	3 0.8%	2 0.9%	0 0%	1 4.3%	1 1.9%	1 1.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued



Q2b. What makes you think that the machines you listed are made by companies that are associated or affiliated with each other?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Need 7s to win	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Reel play look	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Payline	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Other game play comments	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
OVERALL SIMILARITY (SUBNET)	3 0.8%	3 1.4%	0 0%	0 0%	3 5.6%	0 0%
Looks the same/look similar (nothing specific)	3 0.8%	3 1.4%	0 0%	0 0%	3 5.6%	0 0%
FAMILIARITY WITH MACHINES (SUBNET)	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Respondent has played the machine/familiar with machine	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
MISCELLANEOUS (NET)	15 4.2%	14 6.3%	10 6.9%	1 4.3%	3 5.6%	1 1.7%
Nothing in particular	7 2.0%	7 3.2%	4 2.8%	1 4.3%	2 3.7%	0 0%
Not sure	6 1.7%	5 2.3%	4 2.8%	0 0%	1 1.9%	1 1.7%
Refused/missing	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Not asked	154 43.6%	54 24.3%	40 27.6%	4 17.4%	10 18.5%	29 48.3%

BCDE

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2b. What makes you think that the machines you listed are made by companies that are associated or affiliated with each other?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Sigma	490	344	226	35	83	75
	138.8%	155.0%	155.9%	152.2%	153.7%	125.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Q2bb. What do you mean?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
SAME (NET)	76 21.5%	65 29.3%	50 34.5% EF	5 21.7%	10 18.5%	11 18.3%
CABINET (SUBNET)	42 11.9%	38 17.1% F	29 20.0% F	2 8.7%	7 13.0%	4 6.7%
Shape	11 3.1%	9 4.1%	6 4.1%	1 4.3%	2 3.7%	2 3.3%
Cabinet/shell	11 3.1%	11 5.0% F	8 5.5% DF	0 0%	3 5.6%	0 0%
Size	6 1.7%	6 2.7% F	6 4.1% DEF	0 0%	0 0%	0 0%
Brand name/company	6 1.7%	5 2.3%	5 3.4% DE	0 0%	0 0%	1 1.7%
Curved top/domed top	5 1.4%	4 1.8%	2 1.4%	0 0%	2 3.7%	1 1.7%
Layout	4 1.1%	4 1.8% F	4 2.8% DEF	0 0%	0 0%	0 0%
Height	3 0.8%	2 0.9%	2 1.4%	0 0%	0 0%	1 1.7%
Trim	2 0.6%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
Design	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Buttons	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Screen/display	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2bb. What do you mean?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Tray/arm rest	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
OVERALL SIMILARITY (SUBNET)	15 4.2%	14 6.3%	11 7.6%	2 8.7%	1 1.9%	1 1.7%
		F	EF			
Looks the same/look similar (nothing specific)	15 4.2%	14 6.3%	11 7.6%	2 8.7%	1 1.9%	1 1.7%
		F	EF			
GAME PLAY (SUBNET)	10 2.8%	5 2.3%	4 2.8%	1 4.3%	0 0%	5 8.3%
			E			E
Reel play look	3 0.8%	3 1.4%	3 2.1%	0 0%	0 0%	0 0%
Need 7s to win	2 0.6%	0 0%	0 0%	0 0%	0 0%	2 3.3%
\$1 play	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Payline	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Bingo	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Other game play comments	3 0.8%	1 0.5%	0 0%	1 4.3%	0 0%	2 3.3%
STYLE (SUBNET)	10 2.8%	7 3.2%	5 3.4%	0 0%	2 3.7%	3 5.0%
			D			
Colors	3 0.8%	3 1.4%	2 1.4%	0 0%	1 1.9%	0 0%
Lettering/font	3 0.8%	0 0%	0 0%	0 0%	0 0%	3 5.0%
Graphics	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2bb. What do you mean?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Artwork	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Style	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Logo	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Pay tables	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
THEME (SUBNET)	10 2.8%	8 3.6%	6 4.1% D	0 0%	2 3.7%	2 3.3%
Mentions "Gold"	5 1.4%	3 1.4%	1 0.7%	0 0%	2 3.7%	2 3.3%
Mentions "Money"	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Man/graphic of man/ man with a hat	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Name	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
SIMILAR (NET)	65 18.4%	58 26.1% F	34 23.4% F	7 30.4%	17 31.5% F	7 11.7%
CABINET (SUBNET)	29 8.2%	27 12.2% F	12 8.3%	5 21.7% F	10 18.5% F	2 3.3%
Design	7 2.0%	6 2.7%	1 0.7%	3 13.0%	2 3.7%	1 1.7%
Shape	7 2.0%	7 3.2% F	6 4.1% EF	1 4.3%	0 0%	0 0%
Size	6 1.7%	5 2.3%	3 2.1%	1 4.3%	1 1.9%	1 1.7%

Proportions/Means: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2bb. What do you mean?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Cabinet/shell	6 1.7%	6 2.7% F	3 2.1%	1 4.3%	2 3.7%	0 0%
Curved top/domed top	3 0.8%	3 1.4%	1 0.7%	1 4.3%	1 1.9%	0 0%
Screen/display	3 0.8%	3 1.4%	1 0.7%	0 0%	2 3.7%	0 0%
Money slot	2 0.6%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
Buttons	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Layout	2 0.6%	2 0.9%	0 0%	0 0%	2 3.7%	0 0%
Height	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Set up	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Brand name/company	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
OVERALL SIMILARITY (SUBNET)	25 7.1%	21 9.5%	15 10.3%	2 8.7%	4 7.4%	4 6.7%
Looks the same/look similar (nothing specific)	25 7.1%	21 9.5%	15 10.3%	2 8.7%	4 7.4%	4 6.7%
STYLE (SUBNET)	13 3.7%	12 5.4%	8 5.5% D	0 0%	4 7.4% D	1 1.7%
Graphics	6 1.7%	6 2.7% F	6 4.1% DEF	0 0%	0 0%	0 0%
Colors	5 1.4%	4 1.8%	2 1.4%	0 0%	2 3.7%	1 1.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2bb. What do you mean?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Lettering/font	2 0.6%	2 0.9%	0 0%	0 0%	2 3.7%	0 0%
Pay tables	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
GAME PLAY (SUBNET)	8 2.3%	8 3.6%	3 2.1%	1 4.3%	4 7.4%	0 0%
		F			F	
Reel play look	5 1.4%	5 2.3%	2 1.4%	1 4.3%	2 3.7%	0 0%
		F				
Bingo	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Other game play comments	3 0.8%	3 1.4%	1 0.7%	0 0%	2 3.7%	0 0%
THEME (SUBNET)	6 1.7%	5 2.3%	5 3.4%	0 0%	0 0%	1 1.7%
			DE			
Name	3 0.8%	2 0.9%	2 1.4%	0 0%	0 0%	1 1.7%
Man/graphic of man/ man with a hat	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Other theme comments	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
AMBIGUOUS (NET)	36 10.2%	28 12.6%	14 9.7%	4 17.4%	10 18.5%	8 13.3%
CABINET (SUBNET)	16 4.5%	16 7.2%	7 4.8%	3 13.0%	6 11.1%	0 0%
		F	F		F	
Shape	10 2.8%	10 4.5%	5 3.4%	1 4.3%	4 7.4%	0 0%
		F	F		F	
Curved top/domed top	3 0.8%	3 1.4%	0 0%	1 4.3%	2 3.7%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2bb. What do you mean?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Bottom of machine	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Design	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Size	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Signs	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Cabinet/shell	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Trim	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Features	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
STYLE (SUBNET)	9 2.5%	6 2.7%	4 2.8%	1 4.3%	1 1.9%	3 5.0%
Colors	4 1.1%	2 0.9%	2 1.4%	0 0%	0 0%	2 3.3%
Style	3 0.8%	2 0.9%	1 0.7%	0 0%	1 1.9%	1 1.7%
Graphics	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Lettering/font	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Logo	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
GAME PLAY (SUBNET)	7 2.0%	5 2.3%	1 0.7%	1 4.3%	3 5.6%	2 3.3%
Reel play look	5 1.4%	4 1.8%	0 0%	1 4.3%	3 5.6%	1 1.7%
Payline	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued



Q2bb. What do you mean?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Bingo	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
THEME (SUBNET)	6 1.7%	4 1.8%	3 2.1%	1 4.3%	0 0%	2 3.3%
Mentions "Money"	3 0.8%	3 1.4%	2 1.4%	1 4.3%	0 0%	0 0%
Mentions "Gold"	2 0.6%	0 0%	0 0%	0 0%	0 0%	2 3.3%
Moneybags	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Man/graphic of man/ man with a hat	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Character	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
OVERALL SIMILARITY (SUBNET)	2 0.6%	1 0.5%	0 0%	0 0%	1 1.9%	1 1.7%
Looks the same/look similar (nothing specific)	2 0.6%	1 0.5%	0 0%	0 0%	1 1.9%	1 1.7%
MISCELLANEOUS (NET)	33 9.3%	26 11.7%	16 11.0%	3 13.0%	7 13.0%	7 11.7%
Nothing in particular	26 7.4%	21 9.5%	13 9.0%	3 13.0%	5 9.3%	5 8.3%
Not sure	3 0.8%	2 0.9%	1 0.7%	0 0%	1 1.9%	1 1.7%
Refused/missing	4 1.1%	3 1.4%	2 1.4%	0 0%	1 1.9%	1 1.7%
Not asked	154 43.6%	54 24.3%	40 27.6%	4 17.4%	10 18.5%	29 48.3% BCDE
Sigma	462 130.9%	315 141.9%	207 142.8%	31 134.8%	77 142.6%	76 126.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Q2c. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
SAME (NET)	9 2.5%	9 4.1% F	7 4.8% F	1 4.3%	1 1.9%	0 0%
CABINET (SUBNET)	5 1.4%	5 2.3% F	3 2.1%	1 4.3%	1 1.9%	0 0%
Layout	2 0.6%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
Money slot	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Size	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Cabinet/shell	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
GAME PLAY (SUBNET)	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
\$1 play	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
THEME (SUBNET)	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Mentions "Money"	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
STYLE (SUBNET)	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Colors	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
AMBIGUOUS (NET)	9 2.5%	9 4.1% F	6 4.1% F	1 4.3%	2 3.7%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2c. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
GAME PLAY (SUBNET)	4 1.1%	4 1.8%	2 1.4%	1 4.3%	1 1.9%	0 0%
		F				
Reel play look	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Payline	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Other game play comments	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
CABINET (SUBNET)	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Shape	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
STYLE (SUBNET)	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Colors	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
THEME (SUBNET)	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Character	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
SIMILAR (NET)	6 1.7%	6 2.7%	5 3.4%	1 4.3%	0 0%	0 0%
		F	EF			
CABINET (SUBNET)	3 0.8%	3 1.4%	3 2.1%	0 0%	0 0%	0 0%
Lights on top	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Curved top/domed top	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Bottom of machine	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2c. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Money slot	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Buttons	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
GAME PLAY (SUBNET)	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Pull arms	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
STYLE (SUBNET)	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Graphics	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
OVERALL SIMILARITY (SUBNET)	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Looks the same/look similar (nothing specific)	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
MISCELLANEOUS (NET)	9 2.5%	8 3.6%	2 1.4%	2 8.7%	4 7.4%	1 1.7%
Nothing in particular	7 2.0%	7 3.2%	2 1.4%	2 8.7%	3 5.6%	0 0%
Not sure	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Refused/missing	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Not asked	154 43.6%	54 24.3%	40 27.6%	4 17.4%	10 18.5%	29 48.3% BCDE
Nothing else	166 47.0%	136 61.3%	85 58.6%	14 60.9%	37 68.5% F	30 50.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2c. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Sigma	363 102.8%	231 104.1%	148 102.1%	25 108.7%	58 107.4%	61 101.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Q2bb. What do you mean?

Q2c. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
SAME (NET)	78 22.1%	67 30.2% F	52 35.9% EF	5 21.7%	10 18.5%	11 18.3%
CABINET (SUBNET)	44 12.5%	40 18.0% F	31 21.4% F	2 8.7%	7 13.0%	4 6.7%
Shape	12 3.4%	10 4.5%	7 4.8%	1 4.3%	2 3.7%	2 3.3%
Cabinet/shell	12 3.4%	12 5.4% F	9 6.2% DF	0 0%	3 5.6%	0 0%
Size	7 2.0%	7 3.2% F	6 4.1% EF	1 4.3%	0 0%	0 0%
Curved top/domed top	6 1.7%	5 2.3%	3 2.1%	0 0%	2 3.7%	1 1.7%
Layout	6 1.7%	6 2.7% F	5 3.4% DF	0 0%	1 1.9%	0 0%
Brand name/company	6 1.7%	5 2.3%	5 3.4% DE	0 0%	0 0%	1 1.7%
Height	3 0.8%	2 0.9%	2 1.4%	0 0%	0 0%	1 1.7%
Trim	2 0.6%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
Bottom of machine	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Design	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2bb. What do you mean?

Q2c. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Money slot	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Buttons	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Screen/display	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Tray/arm rest	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
OVERALL SIMILARITY (SUBNET)	17 4.8%	16 7.2% F	13 9.0% EF	2 8.7%	1 1.9%	1 1.7%
Looks the same/look similar (nothing specific)	17 4.8%	16 7.2% F	13 9.0% EF	2 8.7%	1 1.9%	1 1.7%
GAME PLAY (SUBNET)	14 4.0%	9 4.1%	7 4.8% E	2 8.7%	0 0%	5 8.3% E
\$1 play	3 0.8%	3 1.4%	3 2.1%	0 0%	0 0%	0 0%
Reel play look	3 0.8%	3 1.4%	3 2.1%	0 0%	0 0%	0 0%
Need 7s to win	2 0.6%	0 0%	0 0%	0 0%	0 0%	2 3.3%
Payline	2 0.6%	1 0.5%	0 0%	1 4.3%	0 0%	1 1.7%
Bingo	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Other game play comments	4 1.1%	2 0.9%	1 0.7%	1 4.3%	0 0%	2 3.3%
THEME (SUBNET)	14 4.0%	12 5.4%	10 6.9% D	0 0%	2 3.7%	2 3.3%

Proportions/Means: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2bb. What do you mean?

Q2c. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Mentions "Gold"	5 1.4%	3 1.4%	1 0.7%	0 0%	2 3.7%	2 3.3%
Mentions "Money"	5 1.4%	5 2.3% F	5 3.4% DEF	0 0%	0 0%	0 0%
Man/graphic of man/ man with a hat	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Name	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Character	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
STYLE (SUBNET)	11 3.1%	8 3.6%	6 4.1% D	0 0%	2 3.7%	3 5.0%
Colors	4 1.1%	4 1.8% F	3 2.1%	0 0%	1 1.9%	0 0%
Lettering/font	3 0.8%	0 0%	0 0%	0 0%	0 0%	3 5.0%
Graphics	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Artwork	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Style	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Logo	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Pay tables	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
SIMILAR (NET)	68 19.3%	61 27.5% F	37 25.5% F	7 30.4%	17 31.5% F	7 11.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued



Q2bb. What do you mean?

Q2c. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
CABINET (SUBNET)	33 9.3%	31 14.0% F	16 11.0% F	5 21.7% F	10 18.5% F	2 3.3%
Shape	8 2.3%	8 3.6% F	7 4.8% EF	1 4.3%	0 0%	0 0%
Design	7 2.0%	6 2.7%	1 0.7%	3 13.0%	2 3.7%	1 1.7%
Size	7 2.0%	6 2.7%	4 2.8%	1 4.3%	1 1.9%	1 1.7%
Cabinet/shell	7 2.0%	7 3.2% F	4 2.8% F	1 4.3%	2 3.7%	0 0%
Curved top/domed top	3 0.8%	3 1.4%	1 0.7%	1 4.3%	1 1.9%	0 0%
Money slot	3 0.8%	3 1.4%	2 1.4%	0 0%	1 1.9%	0 0%
Buttons	3 0.8%	3 1.4%	3 2.1%	0 0%	0 0%	0 0%
Layout	3 0.8%	3 1.4%	1 0.7%	0 0%	2 3.7%	0 0%
Screen/display	3 0.8%	3 1.4%	1 0.7%	0 0%	2 3.7%	0 0%
Lights on top	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Bottom of machine	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Height	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Set up	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2bb. What do you mean?

Q2c. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Brand name/company	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
OVERALL SIMILARITY (SUBNET)	26 7.4%	22 9.9%	16 11.0%	2 8.7%	4 7.4%	4 6.7%
Looks the same/look similar (nothing specific)	26 7.4%	22 9.9%	16 11.0%	2 8.7%	4 7.4%	4 6.7%
STYLE (SUBNET)	15 4.2%	14 6.3%	10 6.9%	0 0%	4 7.4%	1 1.7%
		F	D		D	
Graphics	7 2.0%	7 3.2%	7 4.8%	0 0%	0 0%	0 0%
		F	DEF			
Colors	6 1.7%	5 2.3%	3 2.1%	0 0%	2 3.7%	1 1.7%
Lettering/font	2 0.6%	2 0.9%	0 0%	0 0%	2 3.7%	0 0%
Pay tables	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
GAME PLAY (SUBNET)	10 2.8%	10 4.5%	4 2.8%	2 8.7%	4 7.4%	0 0%
		F	F		F	
Reel play look	6 1.7%	6 2.7%	3 2.1%	1 4.3%	2 3.7%	0 0%
		F				
Bingo	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Pull arms	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Other game play comments	3 0.8%	3 1.4%	1 0.7%	0 0%	2 3.7%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2bb. What do you mean?

Q2c. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
THEME (SUBNET)	6 1.7%	5 2.3%	5 3.4% DE	0 0%	0 0%	1 1.7%
Name	3 0.8%	2 0.9%	2 1.4%	0 0%	0 0%	1 1.7%
Man/graphic of man/ man with a hat	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Other theme comments	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
AMBIGUOUS (NET)	42 11.9%	34 15.3%	19 13.1%	5 21.7%	10 18.5%	8 13.3%
CABINET (SUBNET)	19 5.4%	19 8.6% F	9 6.2% F	4 17.4% F	6 11.1% F	0 0%
Shape	13 3.7%	13 5.9% F	7 4.8% F	2 8.7%	4 7.4% F	0 0%
Curved top/domed top	3 0.8%	3 1.4%	0 0%	1 4.3%	2 3.7%	0 0%
Money slot	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Cabinet/shell	2 0.6%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
Lights on top	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Bottom of machine	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Design	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Size	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2bb. What do you mean?

Q2c. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Buttons	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Signs	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Trim	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Features	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
GAME PLAY (SUBNET)	12 3.4%	10 4.5%	4 2.8%	2 8.7%	4 7.4%	2 3.3%
Reel play look	7 2.0%	6 2.7%	1 0.7%	1 4.3%	4 7.4%	1 1.7%
Payline	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
Bingo	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Other game play comments	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
STYLE (SUBNET)	9 2.5%	6 2.7%	4 2.8%	1 4.3%	1 1.9%	3 5.0%
Colors	5 1.4%	3 1.4%	3 2.1%	0 0%	0 0%	2 3.3%
Style	3 0.8%	2 0.9%	1 0.7%	0 0%	1 1.9%	1 1.7%
Graphics	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Lettering/font	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Logo	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2bb. What do you mean?

Q2c. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
THEME (SUBNET)	9 2.5%	7 3.2%	6 4.1% E	1 4.3%	0 0%	2 3.3%
Mentions "Money"	3 0.8%	3 1.4%	2 1.4%	1 4.3%	0 0%	0 0%
Mentions "Gold"	2 0.6%	0 0%	0 0%	0 0%	0 0%	2 3.3%
Man/graphic of man/ man with a hat	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Character	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Moneybags	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Name	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
OVERALL SIMILARITY (SUBNET)	2 0.6%	1 0.5%	0 0%	0 0%	1 1.9%	1 1.7%
Looks the same/look similar (nothing specific)	2 0.6%	1 0.5%	0 0%	0 0%	1 1.9%	1 1.7%
MISCELLANEOUS (NET)	38 10.8%	31 14.0%	18 12.4%	4 17.4%	9 16.7%	7 11.7%
Nothing in particular	32 9.1%	27 12.2%	15 10.3%	4 17.4%	8 14.8%	5 8.3%
Ambiguous response/unsure if same or similar on this feature	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Not sure	3 0.8%	2 0.9%	1 0.7%	0 0%	1 1.9%	1 1.7%
Refused/missing	5 1.4%	3 1.4%	2 1.4%	0 0%	1 1.9%	2 3.3%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q2bb. What do you mean?

Q2c. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Not asked	154 43.6%	54 24.3%	40 27.6%	4 17.4%	10 18.5%	29 48.3% BCDE
Sigma	524 148.4%	376 169.4%	254 175.2%	38 165.2%	84 155.6%	77 128.3%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Q3b. What makes you think that the machines you listed are made by a company that had to get permission or authorization from one or more of the companies that make the other machines?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
SIMILAR (NET)	21 5.9%	18 8.1%	9 6.2%	5 21.7%	4 7.4%	3 5.0%
OVERALL SIMILARITY (SUBNET)	9 2.5%	9 4.1%	5 3.4%	1 4.3%	3 5.6%	0 0%
Looks the same/look similar (nothing specific)	9 2.5%	9 4.1%	5 3.4%	1 4.3%	3 5.6%	0 0%
CABINET (SUBNET)	8 2.3%	6 2.7%	2 1.4%	3 13.0%	1 1.9%	2 3.3%
Design	3 0.8%	2 0.9%	1 0.7%	1 4.3%	0 0%	1 1.7%
Layout	2 0.6%	2 0.9%	0 0%	1 4.3%	1 1.9%	0 0%
Hardware	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Shape	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Set up	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Screen/display	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
THEME (SUBNET)	5 1.4%	4 1.8%	2 1.4%	2 8.7%	0 0%	1 1.7%
Name	3 0.8%	2 0.9%	0 0%	2 8.7%	0 0%	1 1.7%
Moneybags	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Character	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q3b. What makes you think that the machines you listed are made by a company that had to get permission or authorization from one or more of the companies that make the other machines?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
STYLE (SUBNET)	3 0.8%	2 0.9%	1 0.7%	0 0%	1 1.9%	1 1.7%
Style	2 0.6%	1 0.5%	0 0%	0 0%	1 1.9%	1 1.7%
Colors	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
GAME PLAY (SUBNET)	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Other game play comments	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
AMBIGUOUS (NET)	16 4.5%	13 5.9%	6 4.1%	1 4.3%	6 11.1%	3 5.0%
CABINET (SUBNET)	6 1.7%	5 2.3%	3 2.1%	1 4.3%	1 1.9%	1 1.7%
Design	3 0.8%	3 1.4%	2 1.4%	1 4.3%	0 0%	0 0%
Hardware	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Curved top/domed top	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Other cabinet comments	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
GAME PLAY (SUBNET)	3 0.8%	3 1.4%	1 0.7%	0 0%	2 3.7%	0 0%
Reel play look	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Pull arms	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Other game play comments	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued



Q3b. What makes you think that the machines you listed are made by a company that had to get permission or authorization from one or more of the companies that make the other machines?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
STYLE (SUBNET)	3 0.8%	3 1.4%	1 0.7%	0 0%	2 3.7%	0 0%
Graphics	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Style	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Lettering/font	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
THEME (SUBNET)	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Mentions "Gold"	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Name	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
OVERALL SIMILARITY (SUBNET)	2 0.6%	1 0.5%	0 0%	0 0%	1 1.9%	1 1.7%
Looks the same/look similar (nothing specific)	2 0.6%	1 0.5%	0 0%	0 0%	1 1.9%	1 1.7%
SAME (NET)	11 3.1%	10 4.5%	5 3.4%	4 17.4%	1 1.9%	1 1.7%
THEME (SUBNET)	6 1.7%	6 2.7%	3 2.1%	2 8.7%	1 1.9%	0 0%
Mentions "Gold"	5 1.4%	5 2.3%	3 2.1%	1 4.3%	1 1.9%	0 0%
Moneybags	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Mentions "Money"	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q3b. What makes you think that the machines you listed are made by a company that had to get permission or authorization from one or more of the companies that make the other machines?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
CABINET (SUBNET)	3 0.8%	3 1.4%	1 0.7%	2 8.7%	0 0%	0 0%
Curved top/domed top	2 0.6%	2 0.9%	0 0%	2 8.7%	0 0%	0 0%
Brand name/company	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
STYLE (SUBNET)	2 0.6%	1 0.5%	0 0%	1 4.3%	0 0%	1 1.7%
Colors	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Pay tables	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
OVERALL SIMILARITY (SUBNET)	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Looks the same/look similar (nothing specific)	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
MISCELLANEOUS (NET)	8 2.3%	6 2.7%	2 1.4%	1 4.3%	3 5.6%	2 3.3%
Nothing in particular	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Not sure	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Refused/missing	6 1.7%	4 1.8%	2 1.4%	1 4.3%	1 1.9%	2 3.3%
Not asked	299 84.7%	177 79.7%	124 85.5%	13 56.5%	40 74.1%	51 85.0%
			D			D
Sigma	371 105.1%	237 106.8%	151 104.1%	28 121.7%	58 107.4%	63 105.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Q3bb. What do you mean?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
AMBIGUOUS (NET)	23 6.5%	18 8.1%	9 6.2%	3 13.0%	6 11.1%	5 8.3%
CABINET (SUBNET)	6 1.7%	4 1.8%	3 2.1%	0 0%	1 1.9%	2 3.3%
Hardware	2 0.6%	1 0.5%	0 0%	0 0%	1 1.9%	1 1.7%
Curved top/domed top	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Features	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Brand name/company	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Other cabinet comments	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
THEME (SUBNET)	6 1.7%	6 2.7%	4 2.8%	2 8.7%	0 0%	0 0%
		F	EF			
Mentions "Gold"	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Mentions "Money"	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
Name	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
GAME PLAY (SUBNET)	4 1.1%	4 1.8%	1 0.7%	0 0%	3 5.6%	0 0%
		F				
Reel play look	2 0.6%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
Pull arms	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q3bb. What do you mean?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Other game play comments	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
STYLE (SUBNET)	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Pay tables	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
OVERALL SIMILARITY (SUBNET)	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Looks the same/look similar (nothing specific)	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
SAME (NET)	13 3.7%	11 5.0%	7 4.8%	2 8.7%	2 3.7%	2 3.3%
OVERALL SIMILARITY (SUBNET)	5 1.4%	4 1.8%	3 2.1%	1 4.3%	0 0%	1 1.7%
Looks the same/look similar (nothing specific)	5 1.4%	4 1.8%	3 2.1%	1 4.3%	0 0%	1 1.7%
THEME (SUBNET)	3 0.8%	2 0.9%	2 1.4%	0 0%	0 0%	1 1.7%
Mentions "Gold"	2 0.6%	1 0.5%	1 0.7%	0 0%	0 0%	1 1.7%
Mentions "Money"	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
CABINET (SUBNET)	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
Design	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Shape	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
STYLE (SUBNET)	2 0.6%	2 0.9%	0 0%	0 0%	2 3.7%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q3bb. What do you mean?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Colors	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Lettering/font	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
GAME PLAY (SUBNET)	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Other game play comments	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
SIMILAR (NET)	13 3.7%	12 5.4%	4 2.8%	4 17.4%	4 7.4%	1 1.7%
OVERALL SIMILARITY (SUBNET)	5 1.4%	4 1.8%	1 0.7%	2 8.7%	1 1.9%	1 1.7%
Looks the same/look similar (nothing specific)	5 1.4%	4 1.8%	1 0.7%	2 8.7%	1 1.9%	1 1.7%
CABINET (SUBNET)	4 1.1%	4 1.8%	1 0.7%	2 8.7%	1 1.9%	0 0%
Design	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
Layout	2 0.6%	2 0.9%	0 0%	1 4.3%	1 1.9%	0 0%
THEME (SUBNET)	3 0.8%	3 1.4%	1 0.7%	1 4.3%	1 1.9%	0 0%
Mentions "Money"	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Man/graphic of man/ man with a hat	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Name	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
GAME PLAY (SUBNET)	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q3bb. What do you mean?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Pull arms	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Other game play comments	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
STYLE (SUBNET)	2 0.6%	2 0.9%	0 0%	1 4.3%	1 1.9%	0 0%
Colors	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Style	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
MISCELLANEOUS (NET)	10 2.8%	7 3.2%	2 1.4%	2 8.7%	3 5.6%	3 5.0%
Nothing in particular	3 0.8%	1 0.5%	0 0%	0 0%	1 1.9%	2 3.3%
Refused/missing	7 2.0%	6 2.7%	2 1.4%	2 8.7%	2 3.7%	1 1.7%
Not asked	299 84.7%	177 79.7%	124 85.5%	13 56.5%	40 74.1%	51 85.0%
			D			D
Sigma	366 103.7%	232 104.5%	147 101.4%	28 121.7%	57 105.6%	63 105.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Q3c. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
AMBIGUOUS (NET)	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
CABINET (SUBNET)	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Money slot	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
GAME PLAY (SUBNET)	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Other game play comments	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
MISCELLANEOUS (NET)	5 1.4%	4 1.8%	1 0.7%	0 0%	3 5.6%	1 1.7%
Nothing in particular	4 1.1%	3 1.4%	1 0.7%	0 0%	2 3.7%	1 1.7%
Refused/missing	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Not asked	299 84.7%	177 79.7%	124 85.5%	13 56.5%	40 74.1%	51 85.0%
			D			D
Nothing else	48 13.6%	40 18.0%	19 13.1%	10 43.5%	11 20.4%	8 13.3%
			CF			
Sigma	359 101.7%	227 102.3%	147 101.4%	23 100.0%	57 105.6%	61 101.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Q3bb. What do you mean?

Q3c. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
AMBIGUOUS (NET)	24 6.8%	19 8.6%	10 6.9%	3 13.0%	6 11.1%	5 8.3%
CABINET (SUBNET)	7 2.0%	5 2.3%	4 2.8%	0 0%	1 1.9%	2 3.3%
Hardware	2 0.6%	1 0.5%	0 0%	0 0%	1 1.9%	1 1.7%
Curved top/domed top	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Design	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Money slot	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Features	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Brand name/company	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Other cabinet comments	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
THEME (SUBNET)	6 1.7%	6 2.7%	4 2.8%	2 8.7%	0 0%	0 0%
Mentions "Gold"	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
Mentions "Money"	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
Name	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued



Q3bb. What do you mean?

Q3c. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
GAME PLAY (SUBNET)	5 1.4%	5 2.3% F	2 1.4%	0 0%	3 5.6%	0 0%
Reel play look	2 0.6%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
Pull arms	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Other game play comments	2 0.6%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
STYLE (SUBNET)	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Pay tables	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
OVERALL SIMILARITY (SUBNET)	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Looks the same/look similar (nothing specific)	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
SAME (NET)	13 3.7%	11 5.0%	7 4.8%	2 8.7%	2 3.7%	2 3.3%
OVERALL SIMILARITY (SUBNET)	5 1.4%	4 1.8%	3 2.1%	1 4.3%	0 0%	1 1.7%
Looks the same/look similar (nothing specific)	5 1.4%	4 1.8%	3 2.1%	1 4.3%	0 0%	1 1.7%
THEME (SUBNET)	3 0.8%	2 0.9%	2 1.4%	0 0%	0 0%	1 1.7%
Mentions "Gold"	2 0.6%	1 0.5%	1 0.7%	0 0%	0 0%	1 1.7%
Mentions "Money"	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q3bb. What do you mean?

Q3c. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
CABINET (SUBNET)	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
Design	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Shape	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
STYLE (SUBNET)	2 0.6%	2 0.9%	0 0%	0 0%	2 3.7%	0 0%
Colors	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Lettering/font	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
GAME PLAY (SUBNET)	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Other game play comments	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
SIMILAR (NET)	13 3.7%	12 5.4%	4 2.8%	4 17.4%	4 7.4%	1 1.7%
OVERALL SIMILARITY (SUBNET)	5 1.4%	4 1.8%	1 0.7%	2 8.7%	1 1.9%	1 1.7%
Looks the same/look similar (nothing specific)	5 1.4%	4 1.8%	1 0.7%	2 8.7%	1 1.9%	1 1.7%
CABINET (SUBNET)	4 1.1%	4 1.8%	1 0.7%	2 8.7%	1 1.9%	0 0%
Design	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
Layout	2 0.6%	2 0.9%	0 0%	1 4.3%	1 1.9%	0 0%
Money slot	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q3bb. What do you mean?

Q3c. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
GAME PLAY (SUBNET)	3 0.8%	3 1.4%	2 1.4%	1 4.3%	0 0%	0 0%
Pull arms	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Other game play comments	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
THEME (SUBNET)	3 0.8%	3 1.4%	1 0.7%	1 4.3%	1 1.9%	0 0%
Mentions "Money"	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Man/graphic of man/ man with a hat	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
Name	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
STYLE (SUBNET)	2 0.6%	2 0.9%	0 0%	1 4.3%	1 1.9%	0 0%
Colors	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Style	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
MISCELLANEOUS (NET)	14 4.0%	10 4.5%	3 2.1%	2 8.7%	5 9.3%	4 6.7%
Nothing in particular	7 2.0%	4 1.8%	1 0.7%	0 0%	3 5.6%	3 5.0%
Ambiguous response/unsure if same or similar on this feature	1 0.3%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Other	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Refused/missing	7 2.0%	6 2.7%	2 1.4%	2 8.7%	2 3.7%	1 1.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q3bb. What do you mean?

Q3c. Anything else?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Not asked	299 84.7%	177 79.7%	124 85.5% D	13 56.5%	40 74.1%	51 85.0% D
Sigma	381 107.9%	244 109.9%	154 106.2%	28 121.7%	62 114.8%	66 110.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Q4. From which company do you think the company that makes the machine(s) that you listed had to get permission or authorization?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
K	7 2.0%	6 2.7%	3 2.1%	2 8.7%	1 1.9%	1 1.7%
M	6 1.7%	5 2.3%	3 2.1%	1 4.3%	1 1.9%	1 1.7%
IGT	4 1.1%	3 1.4%	2 1.4%	1 4.3%	0 0%	1 1.7%
S	4 1.1%	3 1.4%	1 0.7%	1 4.3%	1 1.9%	1 1.7%
K & M	3 0.8%	3 1.4%	0 0%	2 8.7%	1 1.9%	0 0%
SG	3 0.8%	3 1.4%	1 0.7%	1 4.3%	1 1.9%	0 0%
Gaming commission	3 0.8%	2 0.9%	1 0.7%	0 0%	1 1.9%	1 1.7%
Money bags	2 0.6%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
P	2 0.6%	2 0.9%	1 0.7%	1 4.3%	0 0%	0 0%
T	2 0.6%	2 0.9%	0 0%	1 4.3%	1 1.9%	0 0%
Monopoly	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
VGT	1 0.3%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
WMS	1 0.3%	1 0.5%	0 0%	1 4.3%	0 0%	0 0%
Casino	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Other	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Q4. From which company do you think the company that makes the machine(s) that you listed had to get permission or authorization?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Don't know	20 5.7%	18 8.1%	7 4.8%	3 13.0%	8 14.8% F	2 3.3%
Not asked	299 84.7%	177 79.7%	124 85.5% D	13 56.5%	40 74.1%	51 85.0% D
Sigma	360 102.0%	229 103.2%	147 101.4%	27 117.4%	55 101.9%	60 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

D3. Do you have any feedback about this survey and your experience taking it?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Total Respondents/ Total Responding	219 100.0%	151 100.0%	98 100.0%	18 100.0%	35 100.0%	34 100.0%
General positive response (good survey, enjoyed it, etc.)	31 14.2%	23 15.2%	19 19.4%	1 5.6%	3 8.6%	6 17.6%
Strange/weird survey	19 8.7%	14 9.3%	8 8.2%	3 16.7%	3 8.6%	0 0%
Don't see a reason for survey/pointless	16 7.3%	7 4.6%	5 5.1%	1 5.6%	1 2.9%	4 11.8%
Interesting	15 6.8%	11 7.3%	8 8.2%	1 5.6%	2 5.7%	1 2.9%
Fun	13 5.9%	11 7.3%	6 6.1%	1 5.6%	4 11.4%	1 2.9%
Repetitive	11 5.0%	11 7.3%	7 7.1%	1 5.6%	3 8.6%	0 0%
Easy/simple	11 5.0%	8 5.3%	5 5.1%	3 16.7%	0 0%	1 2.9%
Short/quick	5 2.3%	2 1.3%	2 2.0%	0 0%	0 0%	2 5.9%
Never thought about this/ don't know anything about	5 2.3%	3 2.0%	2 2.0%	1 5.6%	0 0%	2 5.9%
Need more detail/zoom in on pictures to answer	5 2.3%	2 1.3%	2 2.0%	0 0%	0 0%	2 5.9%
General negative response (terrible survey, worst, etc.)	4 1.8%	3 2.0%	3 3.1%	0 0%	0 0%	1 2.9%
Confusing	3 1.4%	3 2.0%	3 3.1%	0 0%	0 0%	0 0%
Other	3 1.4%	2 1.3%	0 0%	2 11.1%	0 0%	1 2.9%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

D3. Do you have any feedback about this survey and your experience taking it?

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Nothing/no/no comments	106 48.4%	71 47.0%	42 42.9%	8 44.4%	21 60.0%	17 50.0%
Sigma	247 112.8%	171 113.2%	112 114.3%	22 122.2%	37 105.7%	38 111.8%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.



Order Viewed Images

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
K M P S T	89 25.2%	61 27.5%	38 26.2%	5 21.7%	18 33.3%	13 21.7%
M P S T K	87 24.6%	47 21.2%	29 20.0%	7 30.4%	11 20.4%	22 36.7% BC
P S T K M	90 25.5%	59 26.6%	37 25.5%	8 34.8%	14 25.9%	11 18.3%
S T K M P	87 24.6%	55 24.8%	41 28.3%	3 13.0%	11 20.4%	14 23.3%
Sigma	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Figure 1A Categories

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
*Test (NET)	222 62.9%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	0 0%
		F	F	F	F	
*K&M Only (SUBNET)	145 41.1%	145 65.3%	145 100.0%	0 0%	0 0%	0 0%
		F	DEF			
Group 01 - K&M and No Controls	102 28.9%	102 45.9%	102 70.3%	0 0%	0 0%	0 0%
		F	DEF			
*Group 02 - K&M and Controls	43 12.2%	43 19.4%	43 29.7%	0 0%	0 0%	0 0%
		F	DEF			
K&M Plus (SUBNET)	23 6.5%	23 10.4%	0 0%	23 100.0%	0 0%	0 0%
		F		CEF		
Group 03 - K&M and K&M&Controls	17 4.8%	17 7.7%	0 0%	17 73.9%	0 0%	0 0%
		F		CEF		
Group 04 - K&M and K&Controls	2 0.6%	2 0.9%	0 0%	2 8.7%	0 0%	0 0%
Group 05 - K&M and M&Controls	4 1.1%	4 1.8%	0 0%	4 17.4%	0 0%	0 0%
		F		CEF		
K&M&Controls (SUBNET)	54 15.3%	54 24.3%	0 0%	0 0%	54 100.0%	0 0%
		F			CDF	
Group 06 - K&M&Controls and No Controls	28 7.9%	28 12.6%	0 0%	0 0%	28 51.9%	0 0%
		F			CDF	
Group 07 - K&M&Controls and K&Controls	7 2.0%	7 3.2%	0 0%	0 0%	7 13.0%	0 0%
		F			CDF	

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Figure 1A Categories

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Group 08 - K&M&Controls and M&Controls	11 3.1%	11 5.0% F	0 0%	0 0%	11 20.4% CDF	0 0%
Group 09 - K&M&Controls and Controls	8 2.3%	8 3.6% F	0 0%	0 0%	8 14.8% CDF	0 0%
*Control (NET)	60 17.0%	0 0%	0 0%	0 0%	0 0%	60 100.0% BCDE
K or M with Control(s)	35 9.9%	0 0%	0 0%	0 0%	0 0%	35 58.3% BCDE
Group 10 - K&Controls	9 2.5%	0 0%	0 0%	0 0%	0 0%	9 15.0% BCDE
Group 11 - M&Controls	23 6.5%	0 0%	0 0%	0 0%	0 0%	23 38.3% BCDE
Group 12 - K&Controls and M&Controls	3 0.8%	0 0%	0 0%	0 0%	0 0%	3 5.0%
*Group 13 - Controls Only	25 7.1%	0 0%	0 0%	0 0%	0 0%	25 41.7% BCDE
Group 14 - Different Companies Only	4 1.1%	0 0%	0 0%	0 0%	0 0%	0 0%
Group 15 - Different Companies and No Opinion	10 2.8%	0 0%	0 0%	0 0%	0 0%	0 0%
Group 16 - No Opinion Only	57 16.1%	0 0%	0 0%	0 0%	0 0%	0 0%
Sigma	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Figure 1A Categories - Q1a

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
*Test (NET)	187 53.0%	187 84.2%	121 83.4%	23 100.0%	43 79.6%	0 0%
		F	F	CEF	F	
*K&M Only (SUBNET)	121 34.3%	121 54.5%	121 83.4%	0 0%	0 0%	0 0%
		F	DEF			
Group 01 - K&M and No Controls	78 22.1%	78 35.1%	78 53.8%	0 0%	0 0%	0 0%
		F	DEF			
*Group 02 - K&M and Controls	43 12.2%	43 19.4%	43 29.7%	0 0%	0 0%	0 0%
		F	DEF			
K&M Plus (SUBNET)	23 6.5%	23 10.4%	0 0%	23 100.0%	0 0%	0 0%
		F		CEF		
Group 03 - K&M and K&M&Controls	17 4.8%	17 7.7%	0 0%	17 73.9%	0 0%	0 0%
		F		CEF		
Group 04 - K&M and K&Controls	2 0.6%	2 0.9%	0 0%	2 8.7%	0 0%	0 0%
Group 05 - K&M and M&Controls	4 1.1%	4 1.8%	0 0%	4 17.4%	0 0%	0 0%
		F		CEF		
K&M&Controls (SUBNET)	43 12.2%	43 19.4%	0 0%	0 0%	43 79.6%	0 0%
		F			CDF	
Group 06 - K&M&Controls and No Controls	20 5.7%	20 9.0%	0 0%	0 0%	20 37.0%	0 0%
		F			CDF	
Group 07 - K&M&Controls and K&Controls	5 1.4%	5 2.3%	0 0%	0 0%	5 9.3%	0 0%
		F			CDF	

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Figure 1A Categories - Q1a

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Group 08 - K&M&Controls and M&Controls	10 2.8%	10 4.5% F	0 0%	0 0%	10 18.5% CDF	0 0%
Group 09 - K&M&Controls and Controls	8 2.3%	8 3.6% F	0 0%	0 0%	8 14.8% CDF	0 0%
*Control (NET)	38 10.8%	0 0%	0 0%	0 0%	0 0%	38 63.3% BCDE
K or M with Control(s)	22 6.2%	0 0%	0 0%	0 0%	0 0%	22 36.7% BCDE
Group 10 - K&Controls	5 1.4%	0 0%	0 0%	0 0%	0 0%	5 8.3% BCDE
Group 11 - M&Controls	14 4.0%	0 0%	0 0%	0 0%	0 0%	14 23.3% BCDE
Group 12 - K&Controls and M&Controls	3 0.8%	0 0%	0 0%	0 0%	0 0%	3 5.0%
*Group 13 - Controls Only	16 4.5%	0 0%	0 0%	0 0%	0 0%	16 26.7% BCDE
Group 14 - Different Companies Only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Group 15 - Different Companies and No Opinion	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Group 16 - No Opinion Only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Different companies only	37 10.5%	17 7.7%	9 6.2% D	0 0%	8 14.8% D	12 20.0% BCD
No opinion only	91 25.8%	18 8.1%	15 10.3% D	0 0%	3 5.6%	10 16.7% D

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Figure 1A Categories - Q1a

Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
-----	-----	-----	-----	-----	-----
353	222	145	23	54	60
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Sigma

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Figure 1A Categories - Q2a

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
*Test (NET)	168 47.6%	168 75.7%	105 72.4%	19 82.6%	44 81.5%	0 0%
		F	F	F	F	
*K&M Only (SUBNET)	105 29.7%	105 47.3%	105 72.4%	0 0%	0 0%	0 0%
		F	DEF			
Group 01 - K&M and No Controls	71 20.1%	71 32.0%	71 49.0%	0 0%	0 0%	0 0%
		F	DEF			
*Group 02 - K&M and Controls	34 9.6%	34 15.3%	34 23.4%	0 0%	0 0%	0 0%
		F	DEF			
K&M Plus (SUBNET)	19 5.4%	19 8.6%	0 0%	19 82.6%	0 0%	0 0%
		F		CEF		
Group 03 - K&M and K&M&Controls	14 4.0%	14 6.3%	0 0%	14 60.9%	0 0%	0 0%
		F		CEF		
Group 04 - K&M and K&Controls	2 0.6%	2 0.9%	0 0%	2 8.7%	0 0%	0 0%
Group 05 - K&M and M&Controls	3 0.8%	3 1.4%	0 0%	3 13.0%	0 0%	0 0%
K&M&Controls (SUBNET)	44 12.5%	44 19.8%	0 0%	0 0%	44 81.5%	0 0%
		F			CDF	
Group 06 - K&M&Controls and No Controls	21 5.9%	21 9.5%	0 0%	0 0%	21 38.9%	0 0%
		F			CDF	
Group 07 - K&M&Controls and K&Controls	6 1.7%	6 2.7%	0 0%	0 0%	6 11.1%	0 0%
		F			CDF	

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Figure 1A Categories - Q2a

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Group 08 - K&M&Controls and M&Controls	9 2.5%	9 4.1% F	0 0%	0 0%	9 16.7% CDF	0 0%
Group 09 - K&M&Controls and Controls	8 2.3%	8 3.6% F	0 0%	0 0%	8 14.8% CDF	0 0%
*Control (NET)	31 8.8%	0 0%	0 0%	0 0%	0 0%	31 51.7% BCDE
K or M with Control(s)	19 5.4%	0 0%	0 0%	0 0%	0 0%	19 31.7% BCDE
Group 10 - K&Controls	6 1.7%	0 0%	0 0%	0 0%	0 0%	6 10.0% BCDE
Group 11 - M&Controls	11 3.1%	0 0%	0 0%	0 0%	0 0%	11 18.3% BCDE
Group 12 - K&Controls and M&Controls	2 0.6%	0 0%	0 0%	0 0%	0 0%	2 3.3%
*Group 13 - Controls Only	12 3.4%	0 0%	0 0%	0 0%	0 0%	12 20.0% BCDE
Group 14 - Different Companies Only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Group 15 - Different Companies and No Opinion	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Group 16 - No Opinion Only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Different companies only	30 8.5%	14 6.3%	9 6.2%	2 8.7%	3 5.6%	9 15.0%
No opinion only	124 35.1%	40 18.0%	31 21.4%	2 8.7%	7 13.0%	20 33.3% BDE

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued



Figure 1A Categories - Q2a

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Sigma	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Figure 1A Categories - Q3a

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Total Respondents	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
*Test (NET)	45 12.7%	45 20.3%	21 14.5%	10 43.5%	14 25.9%	0 0%
		F	F	CF	F	
*K&M Only (SUBNET)	21 5.9%	21 9.5%	21 14.5%	0 0%	0 0%	0 0%
		F	DEF			
Group 01 - K&M and No Controls	7 2.0%	7 3.2%	7 4.8%	0 0%	0 0%	0 0%
		F	DEF			
*Group 02 - K&M and Controls	14 4.0%	14 6.3%	14 9.7%	0 0%	0 0%	0 0%
		F	DEF			
K&M Plus (SUBNET)	10 2.8%	10 4.5%	0 0%	10 43.5%	0 0%	0 0%
		F		CEF		
Group 03 - K&M and K&M&Controls	5 1.4%	5 2.3%	0 0%	5 21.7%	0 0%	0 0%
		F		CEF		
Group 04 - K&M and K&Controls	2 0.6%	2 0.9%	0 0%	2 8.7%	0 0%	0 0%
Group 05 - K&M and M&Controls	3 0.8%	3 1.4%	0 0%	3 13.0%	0 0%	0 0%
K&M&Controls (SUBNET)	14 4.0%	14 6.3%	0 0%	0 0%	14 25.9%	0 0%
		F			CDF	
Group 06 - K&M&Controls and No Controls	3 0.8%	3 1.4%	0 0%	0 0%	3 5.6%	0 0%
Group 07 - K&M&Controls and K&Controls	3 0.8%	3 1.4%	0 0%	0 0%	3 5.6%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Figure 1A Categories - Q3a

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Group 08 - K&M&Controls and M&Controls	5 1.4%	5 2.3%	0 0%	0 0%	5 9.3%	0 0%
		F			CDF	
Group 09 - K&M&Controls and Controls	3 0.8%	3 1.4%	0 0%	0 0%	3 5.6%	0 0%
*Control (NET)	9 2.5%	0 0%	0 0%	0 0%	0 0%	9 15.0%
						BCDE
K or M with Control(s)	6 1.7%	0 0%	0 0%	0 0%	0 0%	6 10.0%
						BCDE
Group 10 - K&Controls	2 0.6%	0 0%	0 0%	0 0%	0 0%	2 3.3%
Group 11 - M&Controls	3 0.8%	0 0%	0 0%	0 0%	0 0%	3 5.0%
Group 12 - K&Controls and M&Controls	1 0.3%	0 0%	0 0%	0 0%	0 0%	1 1.7%
*Group 13 - Controls Only	3 0.8%	0 0%	0 0%	0 0%	0 0%	3 5.0%
Group 14 - Different Companies Only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Group 15 - Different Companies and No Opinion	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Group 16 - No Opinion Only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Different companies only	79 22.4%	54 24.3%	33 22.8%	7 30.4%	14 25.9%	17 28.3%
No opinion only	220 62.3%	123 55.4%	91 62.8%	6 26.1%	26 48.1%	34 56.7%
			D			D
Sigma	353 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Figure 1A Categories

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Those Answering	282 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
*Test (NET)	222 78.7%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	0 0%
		F	F	F	F	
*K&M Only (SUBNET)	145 51.4%	145 65.3%	145 100.0%	0 0%	0 0%	0 0%
		F	DEF			
Group 01 - K&M and No Controls	102 36.2%	102 45.9%	102 70.3%	0 0%	0 0%	0 0%
		F	DEF			
*Group 02 - K&M and Controls	43 15.2%	43 19.4%	43 29.7%	0 0%	0 0%	0 0%
		F	DEF			
K&M Plus (SUBNET)	23 8.2%	23 10.4%	0 0%	23 100.0%	0 0%	0 0%
		F		CEF		
Group 03 - K&M and K&M&Controls	17 6.0%	17 7.7%	0 0%	17 73.9%	0 0%	0 0%
		F		CEF		
Group 04 - K&M and K&Controls	2 0.7%	2 0.9%	0 0%	2 8.7%	0 0%	0 0%
Group 05 - K&M and M&Controls	4 1.4%	4 1.8%	0 0%	4 17.4%	0 0%	0 0%
		F		CEF		
K&M&Controls (SUBNET)	54 19.1%	54 24.3%	0 0%	0 0%	54 100.0%	0 0%
		F			CDF	
Group 06 - K&M&Controls and No Controls	28 9.9%	28 12.6%	0 0%	0 0%	28 51.9%	0 0%
		F			CDF	
Group 07 - K&M&Controls and K&Controls	7 2.5%	7 3.2%	0 0%	0 0%	7 13.0%	0 0%
		F			CDF	

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Figure 1A Categories

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Group 08 - K&M&Controls and M&Controls	11 3.9%	11 5.0% F	0 0%	0 0%	11 20.4% CDF	0 0%
Group 09 - K&M&Controls and Controls	8 2.8%	8 3.6% F	0 0%	0 0%	8 14.8% CDF	0 0%
*Control (NET)	60 21.3%	0 0%	0 0%	0 0%	0 0%	60 100.0% BCDE
K or M with Control(s)	35 12.4%	0 0%	0 0%	0 0%	0 0%	35 58.3% BCDE
Group 10 - K&Controls	9 3.2%	0 0%	0 0%	0 0%	0 0%	9 15.0% BCDE
Group 11 - M&Controls	23 8.2%	0 0%	0 0%	0 0%	0 0%	23 38.3% BCDE
Group 12 - K&Controls and M&Controls	3 1.1%	0 0%	0 0%	0 0%	0 0%	3 5.0%
*Group 13 - Controls Only	25 8.9%	0 0%	0 0%	0 0%	0 0%	25 41.7% BCDE
Group 14 - Different Companies Only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Group 15 - Different Companies and No Opinion	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Group 16 - No Opinion Only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Sigma	282 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Figure 1A Categories - Q1a

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Those Answering	225 100.0%	187 100.0%	121 100.0%	23 100.0%	43 100.0%	38 100.0%
*Test (NET)	187 83.1%	187 100.0%	121 100.0%	23 100.0%	43 100.0%	0 0%
		F	F	F	F	
*K&M Only (SUBNET)	121 53.8%	121 64.7%	121 100.0%	0 0%	0 0%	0 0%
		F	DEF			
Group 01 - K&M and No Controls	78 34.7%	78 41.7%	78 64.5%	0 0%	0 0%	0 0%
		F	DEF			
*Group 02 - K&M and Controls	43 19.1%	43 23.0%	43 35.5%	0 0%	0 0%	0 0%
		F	DEF			
K&M Plus (SUBNET)	23 10.2%	23 12.3%	0 0%	23 100.0%	0 0%	0 0%
		F		CEF		
Group 03 - K&M and K&M&Controls	17 7.6%	17 9.1%	0 0%	17 73.9%	0 0%	0 0%
		F		CEF		
Group 04 - K&M and K&Controls	2 0.9%	2 1.1%	0 0%	2 8.7%	0 0%	0 0%
Group 05 - K&M and M&Controls	4 1.8%	4 2.1%	0 0%	4 17.4%	0 0%	0 0%
		F		CEF		
K&M&Controls (SUBNET)	43 19.1%	43 23.0%	0 0%	0 0%	43 100.0%	0 0%
		F			CDF	
Group 06 - K&M&Controls and No Controls	20 8.9%	20 10.7%	0 0%	0 0%	20 46.5%	0 0%
		F			CDF	
Group 07 - K&M&Controls and K&Controls	5 2.2%	5 2.7%	0 0%	0 0%	5 11.6%	0 0%
		F			CDF	

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Figure 1A Categories - Q1a

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Group 08 - K&M&Controls and M&Controls	10 4.4%	10 5.3% F	0 0%	0 0%	10 23.3% CDF	0 0%
Group 09 - K&M&Controls and Controls	8 3.6%	8 4.3% F	0 0%	0 0%	8 18.6% CDF	0 0%
*Control (NET)	38 16.9%	0 0%	0 0%	0 0%	0 0%	38 100.0% BCDE
K or M with Control(s)	22 9.8%	0 0%	0 0%	0 0%	0 0%	22 57.9% BCDE
Group 10 - K&Controls	5 2.2%	0 0%	0 0%	0 0%	0 0%	5 13.2% BCDE
Group 11 - M&Controls	14 6.2%	0 0%	0 0%	0 0%	0 0%	14 36.8% BCDE
Group 12 - K&Controls and M&Controls	3 1.3%	0 0%	0 0%	0 0%	0 0%	3 7.9%
*Group 13 - Controls Only	16 7.1%	0 0%	0 0%	0 0%	0 0%	16 42.1% BCDE
Group 14 - Different Companies Only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Group 15 - Different Companies and No Opinion	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Group 16 - No Opinion Only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Different companies only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
No opinion only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Figure 1A Categories - Q1a

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Sigma	225 100.0%	187 100.0%	121 100.0%	23 100.0%	43 100.0%	38 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.



Figure 1A Categories - Q2a

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Those Answering	199 100.0%	168 100.0%	105 100.0%	19 100.0%	44 100.0%	31 100.0%
*Test (NET)	168 84.4%	168 100.0%	105 100.0%	19 100.0%	44 100.0%	0 0%
		F	F	F	F	
*K&M Only (SUBNET)	105 52.8%	105 62.5%	105 100.0%	0 0%	0 0%	0 0%
		F	DEF			
Group 01 - K&M and No Controls	71 35.7%	71 42.3%	71 67.6%	0 0%	0 0%	0 0%
		F	DEF			
*Group 02 - K&M and Controls	34 17.1%	34 20.2%	34 32.4%	0 0%	0 0%	0 0%
		F	DEF			
K&M Plus (SUBNET)	19 9.5%	19 11.3%	0 0%	19 100.0%	0 0%	0 0%
		F		CEF		
Group 03 - K&M and K&M&Controls	14 7.0%	14 8.3%	0 0%	14 73.7%	0 0%	0 0%
		F		CEF		
Group 04 - K&M and K&Controls	2 1.0%	2 1.2%	0 0%	2 10.5%	0 0%	0 0%
Group 05 - K&M and M&Controls	3 1.5%	3 1.8%	0 0%	3 15.8%	0 0%	0 0%
K&M&Controls (SUBNET)	44 22.1%	44 26.2%	0 0%	0 0%	44 100.0%	0 0%
		F			CDF	
Group 06 - K&M&Controls and No Controls	21 10.6%	21 12.5%	0 0%	0 0%	21 47.7%	0 0%
		F			CDF	
Group 07 - K&M&Controls and K&Controls	6 3.0%	6 3.6%	0 0%	0 0%	6 13.6%	0 0%
		F			CDF	

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Figure 1A Categories - Q2a

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Group 08 - K&M&Controls and M&Controls	9 4.5%	9 5.4% F	0 0%	0 0%	9 20.5% CDF	0 0%
Group 09 - K&M&Controls and Controls	8 4.0%	8 4.8% F	0 0%	0 0%	8 18.2% CDF	0 0%
*Control (NET)	31 15.6%	0 0%	0 0%	0 0%	0 0%	31 100.0% BCDE
K or M with Control(s)	19 9.5%	0 0%	0 0%	0 0%	0 0%	19 61.3% BCDE
Group 10 - K&Controls	6 3.0%	0 0%	0 0%	0 0%	0 0%	6 19.4% BCDE
Group 11 - M&Controls	11 5.5%	0 0%	0 0%	0 0%	0 0%	11 35.5% BCDE
Group 12 - K&Controls and M&Controls	2 1.0%	0 0%	0 0%	0 0%	0 0%	2 6.5%
*Group 13 - Controls Only	12 6.0%	0 0%	0 0%	0 0%	0 0%	12 38.7% BCDE
Group 14 - Different Companies Only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Group 15 - Different Companies and No Opinion	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Group 16 - No Opinion Only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Different companies only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
No opinion only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Figure 1A Categories - Q2a

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Sigma	199 100.0%	168 100.0%	105 100.0%	19 100.0%	44 100.0%	31 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Figure 1A Categories - Q3a

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Base - Those Answering	54 100.0%	45 100.0%	21 100.0%	10 100.0%	14 100.0%	9 100.0%
*Test (NET)	45 83.3%	45 100.0%	21 100.0%	10 100.0%	14 100.0%	0 0%
		F	F	F	F	
*K&M Only (SUBNET)	21 38.9%	21 46.7%	21 100.0%	0 0%	0 0%	0 0%
		F	DEF			
Group 01 - K&M and No Controls	7 13.0%	7 15.6%	7 33.3%	0 0%	0 0%	0 0%
		F	DEF			
*Group 02 - K&M and Controls	14 25.9%	14 31.1%	14 66.7%	0 0%	0 0%	0 0%
		F	DEF			
K&M Plus (SUBNET)	10 18.5%	10 22.2%	0 0%	10 100.0%	0 0%	0 0%
		F		CEF		
Group 03 - K&M and K&M&Controls	5 9.3%	5 11.1%	0 0%	5 50.0%	0 0%	0 0%
		F		CEF		
Group 04 - K&M and K&Controls	2 3.7%	2 4.4%	0 0%	2 20.0%	0 0%	0 0%
Group 05 - K&M and M&Controls	3 5.6%	3 6.7%	0 0%	3 30.0%	0 0%	0 0%
				C		
K&M&Controls (SUBNET)	14 25.9%	14 31.1%	0 0%	0 0%	14 100.0%	0 0%
		F			CDF	
Group 06 - K&M&Controls and No Controls	3 5.6%	3 6.7%	0 0%	0 0%	3 21.4%	0 0%
Group 07 - K&M&Controls and K&Controls	3 5.6%	3 6.7%	0 0%	0 0%	3 21.4%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Figure 1A Categories - Q3a

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
Group 08 - K&M&Controls and M&Controls	5 9.3%	5 11.1%	0 0%	0 0%	5 35.7%	0 0%
		F			CDF	
Group 09 - K&M&Controls and Controls	3 5.6%	3 6.7%	0 0%	0 0%	3 21.4%	0 0%
*Control (NET)	9 16.7%	0 0%	0 0%	0 0%	0 0%	9 100.0%
						BCDE
K or M with Control(s)	6 11.1%	0 0%	0 0%	0 0%	0 0%	6 66.7%
						BCDE
Group 10 - K&Controls	2 3.7%	0 0%	0 0%	0 0%	0 0%	2 22.2%
Group 11 - M&Controls	3 5.6%	0 0%	0 0%	0 0%	0 0%	3 33.3%
						BCDE
Group 12 - K&Controls and M&Controls	1 1.9%	0 0%	0 0%	0 0%	0 0%	1 11.1%
*Group 13 - Controls Only	3 5.6%	0 0%	0 0%	0 0%	0 0%	3 33.3%
						BCDE
Group 14 - Different Companies Only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Group 15 - Different Companies and No Opinion	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Group 16 - No Opinion Only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Different companies only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
No opinion only	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

Figure 1A Categories - Q3a

	Total A	*Test B	*K&M Only C	K&M Plus D	K&M & Controls E	*Control F
	-----	-----	-----	-----	-----	-----
Sigma	54 100.0%	45 100.0%	21 100.0%	10 100.0%	14 100.0%	9 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/F, C/D/E/F

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Figure 2A Categories

	Quasi-Control					Control		
	**Total Test And Control A	**Test K&M Only B	Total C	K&M Plus D	K&M & Control E	**Total F	K Or M Control With Controls G	**Controls Only H
Base - Those Answering	282 100.0%	145 100.0%	77 100.0%	23 100.0%	54 100.0%	60 100.0%	35 100.0%	25 100.0%
Identified the Manufacturer by Name	7 2.5%	4 2.8% DH	1 1.3%	0 0%	1 1.9%	2 3.3%	2 5.7%	0 0%
Confusion Was Due to a Similar Combination of Three or More Trade Dress Elements, with at least One Element from Group 1 and One Element from Group 2	56 19.9%	36 24.8% FG	16 20.8% F	7 30.4% G	9 16.7% G	4 6.7%	0 0%	4 16.0% G
Confusion Was Due to Similar Trademark Elements	8 2.8%	6 4.1% CDEG	0 0%	0 0%	0 0%	2 3.3%	0 0%	2 8.0%
Confusion Was Due to Both Trademark Elements and Trade Dress Elements	40 14.2%	29 20.0% FEGH	11 14.3% F	8 34.8% EGH	3 5.6%	0 0%	0 0%	0 0%
Confusion Was Due to Overall Similarity	23 8.2%	12 8.3% E	3 3.9%	2 8.7%	1 1.9%	8 13.3%	7 20.0% EH	1 4.0%
Confusion Was Due to Similar Trade Dress Elements from Only One Group or Due to Only One or Two Trade Dress Element(s) (NET)	103 36.5%	47 32.4%	33 42.9%	6 26.1%	27 50.0% BDG	23 38.3%	9 25.7%	14 56.0% BDG
Identified Features from Only Group 1	53 18.8%	22 15.2%	20 26.0%	3 13.0%	17 31.5% B	11 18.3%	6 17.1%	5 20.0%
Identified Features from Only Group 2	23 8.2%	10 6.9% D	5 6.5%	0 0%	5 9.3% D	8 13.3%	2 5.7%	6 24.0% D

Proportions/Means: Columns Tested (5% risk level) - B/C/F, B/D/E/G/H

\*\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions. The specific classification of the responses is explained in Appendix F-4.

Continued

Figure 2A Categories

	Quasi-Control					Control		
	**Total Test And Control A	**Test K&M Only B	Total C	K&M Plus D	K&M & Control E	**Total F	K Or M Control With Controls G	**Controls Only H
Identified Only One Feature from Group 1 and One from Group 2	27 9.6%	15 10.3% G	8 10.4%	3 13.0%	5 9.3%	4 6.7%	1 2.9%	3 12.0%
Confusion Was Due to Reasons that Are Vague, Ambiguous, Unclear, or Irrelevant	45 16.0%	11 7.6% D	13 16.9%	0 0%	13 24.1% BD	21 35.0% BC	17 48.6% BDEH	4 16.0% D
Sigma	282 100.0%	145 100.0%	77 100.0%	23 100.0%	54 100.0%	60 100.0%	35 100.0%	25 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/C/F, B/D/E/G/H

\*\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions. The specific classification of the responses is explained in Appendix F-4.



S3. What is your gender?

	Order Viewed									
	Total A	KMPST B	MPSTK C	PSTKM D	STKMP E	*Test F	*K&M Only G	K&M Plus H	K&M & Controls I	*Control J
Base - Total Respondents	353 100.0%	89 100.0%	87 100.0%	90 100.0%	87 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
Male	169 47.9%	43 48.3%	43 49.4%	43 47.8%	40 46.0%	106 47.7%	66 45.5%	7 30.4%	33 61.1% GH	26 43.3%
Female	184 52.1%	46 51.7%	44 50.6%	47 52.2%	47 54.0%	116 52.3%	79 54.5% I	16 69.6% I	21 38.9%	34 56.7%
Sigma	353 100.0%	89 100.0%	87 100.0%	90 100.0%	87 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E, F/J, G/H/I/J

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

S4. What is your age?

	Order Viewed									
	Total A	KMPST B	MPSTK C	PSTKM D	STKMP E	*Test F	*K&M Only G	K&M Plus H	K&M & Controls I	*Control J
Base - Total Respondents	353 100.0%	89 100.0%	87 100.0%	90 100.0%	87 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
18-24 (NET)	11 3.1%	3 3.4%	3 3.4%	3 3.3%	2 2.3%	9 4.1%	6 4.1%	1 4.3%	2 3.7%	1 1.7%
25-34 (NET)	48 13.6%	13 14.6%	13 14.9%	13 14.4%	9 10.3%	34 15.3%	23 15.9%	2 8.7%	9 16.7%	11 18.3%
35-44 (NET)	42 11.9%	10 11.2%	9 10.3%	12 13.3%	11 12.6%	30 13.5%	19 13.1%	3 13.0%	8 14.8%	7 11.7%
45-54 (NET)	59 16.7%	16 18.0%	14 16.1%	14 15.6%	15 17.2%	34 15.3%	21 14.5%	5 21.7%	8 14.8%	13 21.7%
55-64 (NET)	87 24.6%	21 23.6%	21 24.1%	22 24.4%	23 26.4%	53 23.9%	37 25.5%	6 26.1%	10 18.5%	12 20.0%
65+ (NET)	106 30.0%	26 29.2%	27 31.0%	26 28.9%	27 31.0%	62 27.9%	39 26.9%	6 26.1%	17 31.5%	16 26.7%
19	1 0.3%	0 0%	0 0%	1 1.1%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1.7%
20	1 0.3%	0 0%	0 0%	1 1.1%	0 0%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
21	3 0.8%	1 1.1%	1 1.1%	0 0%	1 1.1%	3 1.4%	1 0.7%	0 0%	2 3.7%	0 0%
23	3 0.8%	1 1.1%	0 0%	1 1.1%	1 1.1%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
24	3 0.8%	1 1.1%	2 2.3%	0 0%	0 0%	3 1.4%	2 1.4%	1 4.3%	0 0%	0 0%
25	4 1.1%	1 1.1%	1 1.1%	2 2.2%	0 0%	4 1.8%	1 0.7%	0 0%	3 5.6%	0 0%
26	3 0.8%	1 1.1%	1 1.1%	1 1.1%	0 0%	2 0.9%	1 0.7%	0 0%	1 1.9%	1 1.7%
28	5 1.4%	0 0%	2 2.3%	2 2.2%	1 1.1%	3 1.4%	3 2.1%	0 0%	0 0%	2 3.3%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E, F/J, G/H/I/J

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

S4. What is your age?

	Order Viewed									
	Total A	KMPST B	MPSTK C	PSTKM D	STKMP E	*Test F	*K&M Only G	K&M Plus H	K&M & Controls I	*Control J
29	4 1.1%	2 2.2%	2 2.3%	0 0%	0 0%	3 1.4%	2 1.4%	1 4.3%	0 0%	1 1.7%
30	7 2.0%	2 2.2%	1 1.1%	3 3.3%	1 1.1%	4 1.8%	4 2.8% HI	0 0%	0 0%	2 3.3%
31	8 2.3%	1 1.1%	3 3.4%	2 2.2%	2 2.3%	5 2.3%	3 2.1%	1 4.3%	1 1.9%	2 3.3%
32	7 2.0%	2 2.2%	1 1.1%	0 0%	4 4.6% D	5 2.3%	5 3.4% HI	0 0%	0 0%	1 1.7%
33	5 1.4%	1 1.1%	1 1.1%	2 2.2%	1 1.1%	3 1.4%	2 1.4%	0 0%	1 1.9%	2 3.3%
34	5 1.4%	3 3.4%	1 1.1%	1 1.1%	0 0%	5 2.3% J	2 1.4%	0 0%	3 5.6%	0 0%
35	8 2.3%	3 3.4%	0 0%	2 2.2%	3 3.4%	6 2.7%	5 3.4% I	1 4.3%	0 0%	2 3.3%
36	5 1.4%	0 0%	0 0%	3 3.3%	2 2.3%	3 1.4%	1 0.7%	1 4.3%	1 1.9%	1 1.7%
37	5 1.4%	1 1.1%	2 2.3%	2 2.2%	0 0%	4 1.8% J	4 2.8% HIJ	0 0%	0 0%	0 0%
38	3 0.8%	1 1.1%	0 0%	0 0%	2 2.3%	3 1.4%	1 0.7%	1 4.3%	1 1.9%	0 0%
39	2 0.6%	0 0%	1 1.1%	0 0%	1 1.1%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
40	2 0.6%	0 0%	1 1.1%	0 0%	1 1.1%	1 0.5%	0 0%	0 0%	1 1.9%	1 1.7%
41	4 1.1%	1 1.1%	1 1.1%	2 2.2%	0 0%	4 1.8% J	3 2.1%	0 0%	1 1.9%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E, F/J, G/H/I/J

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

S4. What is your age?

	Order Viewed					*Test F	*K&M Only G	K&M Plus H	K&M & Controls I	*Control J
	Total A	KMPST B	MPSTK C	PSTKM D	STKMP E					
42	4 1.1%	1 1.1%	2 2.3%	0 0%	1 1.1%	2 0.9%	2 1.4%	0 0%	0 0%	2 3.3%
43	6 1.7%	3 3.4%	1 1.1%	1 1.1%	1 1.1%	4 1.8%	2 1.4%	0 0%	2 3.7%	1 1.7%
44	3 0.8%	0 0%	1 1.1%	2 2.2%	0 0%	2 0.9%	1 0.7%	0 0%	1 1.9%	0 0%
45	6 1.7%	0 0%	2 2.3%	2 2.2%	2 2.3%	5 2.3%	4 2.8% H	0 0%	1 1.9%	1 1.7%
46	4 1.1%	0 0%	0 0%	1 1.1%	3 3.4%	3 1.4%	2 1.4%	1 4.3%	0 0%	1 1.7%
47	2 0.6%	1 1.1%	0 0%	0 0%	1 1.1%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
48	6 1.7%	2 2.2%	1 1.1%	2 2.2%	1 1.1%	4 1.8%	0 0%	0 0%	4 7.4% GH	1 1.7%
49	5 1.4%	1 1.1%	2 2.3%	1 1.1%	1 1.1%	3 1.4%	2 1.4%	1 4.3%	0 0%	1 1.7%
50	9 2.5%	3 3.4%	3 3.4%	2 2.2%	1 1.1%	3 1.4%	2 1.4%	0 0%	1 1.9%	4 6.7% H
51	7 2.0%	1 1.1%	1 1.1%	3 3.3%	2 2.3%	4 1.8%	3 2.1%	1 4.3%	0 0%	1 1.7%
52	3 0.8%	2 2.2%	1 1.1%	0 0%	0 0%	1 0.5%	1 0.7%	0 0%	0 0%	1 1.7%
53	5 1.4%	1 1.1%	1 1.1%	2 2.2%	1 1.1%	3 1.4%	3 2.1%	0 0%	0 0%	1 1.7%
54	12 3.4%	5 5.6%	3 3.4%	1 1.1%	3 3.4%	6 2.7%	2 1.4%	2 8.7%	2 3.7%	2 3.3%
55	12 3.4%	5 5.6%	2 2.3%	1 1.1%	4 4.6%	8 3.6%	5 3.4% H	0 0%	3 5.6%	2 3.3%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E, F/J, G/H/I/J

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

S4. What is your age?

	Order Viewed									
	Total A	KMPST B	MPSTK C	PSTKM D	STKMP E	*Test F	*K&M Only G	K&M Plus H	K&M & Controls I	*Control J
56	6 1.7%	1 1.1%	2 2.3%	2 2.2%	1 1.1%	4 1.8%	1 0.7%	1 4.3%	2 3.7%	1 1.7%
57	6 1.7%	2 2.2%	0 0%	2 2.2%	2 2.3%	4 1.8% J	2 1.4%	1 4.3%	1 1.9%	0 0%
58	7 2.0%	2 2.2%	1 1.1%	3 3.3%	1 1.1%	5 2.3%	5 3.4% HI	0 0%	0 0%	1 1.7%
59	8 2.3%	3 3.4%	3 3.4%	1 1.1%	1 1.1%	5 2.3% J	3 2.1%	0 0%	2 3.7%	0 0%
60	14 4.0%	1 1.1%	5 5.7%	3 3.3%	5 5.7%	9 4.1% J	8 5.5% IJ	1 4.3%	0 0%	0 0%
61	9 2.5%	1 1.1%	3 3.4%	0 0%	5 5.7% D	7 3.2% J	5 3.4% J	1 4.3%	1 1.9%	0 0%
62	6 1.7%	2 2.2%	0 0%	2 2.2%	2 2.3%	2 0.9%	1 0.7%	1 4.3%	0 0%	1 1.7%
63	12 3.4%	2 2.2%	4 4.6%	4 4.4%	2 2.3%	8 3.6%	7 4.8% I	1 4.3%	0 0%	4 6.7% I
64	7 2.0%	2 2.2%	1 1.1%	4 4.4% E	0 0%	1 0.5%	0 0%	0 0%	1 1.9%	3 5.0%
65	11 3.1%	3 3.4%	2 2.3%	5 5.6%	1 1.1%	7 3.2%	2 1.4%	2 8.7%	3 5.6%	1 1.7%
66	10 2.8%	1 1.1%	3 3.4%	2 2.2%	4 4.6%	6 2.7%	5 3.4% H	0 0%	1 1.9%	2 3.3%
67	11 3.1%	3 3.4%	4 4.6%	2 2.2%	2 2.3%	8 3.6% J	5 3.4% HJ	0 0%	3 5.6%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E, F/J, G/H/I/J

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

S4. What is your age?

	Order Viewed					*Test F	*K&M Only G	K&M Plus H	K&M & Controls I	*Control J
	Total A	KMPST B	MPSTK C	PSTKM D	STKMP E					
68	10 2.8%	2 2.2%	3 3.4%	3 3.3%	2 2.3%	7 3.2%	4 2.8%	1 4.3%	2 3.7%	1 1.7%
69	8 2.3%	2 2.2%	2 2.3%	0 0%	4 4.6% D	4 1.8%	2 1.4%	0 0%	2 3.7%	3 5.0%
70	11 3.1%	2 2.2%	3 3.4%	3 3.3%	3 3.4%	6 2.7%	5 3.4% H	0 0%	1 1.9%	1 1.7%
71	6 1.7%	0 0%	1 1.1%	2 2.2%	3 3.4%	3 1.4%	1 0.7%	0 0%	2 3.7%	1 1.7%
72	4 1.1%	2 2.2%	2 2.3%	0 0%	0 0%	1 0.5%	1 0.7%	0 0%	0 0%	0 0%
73	10 2.8%	2 2.2%	3 3.4%	4 4.4%	1 1.1%	8 3.6% J	4 2.8% J	3 13.0%	1 1.9%	0 0%
74	4 1.1%	1 1.1%	1 1.1%	1 1.1%	1 1.1%	1 0.5%	1 0.7%	0 0%	0 0%	3 5.0%
75	5 1.4%	1 1.1%	2 2.3%	0 0%	2 2.3%	3 1.4%	3 2.1%	0 0%	0 0%	1 1.7%
76	2 0.6%	1 1.1%	0 0%	0 0%	1 1.1%	1 0.5%	1 0.7%	0 0%	0 0%	1 1.7%
77	1 0.3%	1 1.1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
78	2 0.6%	1 1.1%	0 0%	0 0%	1 1.1%	2 0.9%	2 1.4%	0 0%	0 0%	0 0%
79	3 0.8%	1 1.1%	1 1.1%	1 1.1%	0 0%	1 0.5%	1 0.7%	0 0%	0 0%	1 1.7%
80	4 1.1%	1 1.1%	0 0%	1 1.1%	2 2.3%	2 0.9%	2 1.4%	0 0%	0 0%	1 1.7%
81	1 0.3%	1 1.1%	0 0%	0 0%	0 0%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E, F/J, G/H/I/J

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

Continued

S4. What is your age?

	Order Viewed					*Test F	*K&M Only G	K&M Plus H	K&M & Controls I	*Control J
	Total A	KMPST B	MPSTK C	PSTKM D	STKMP E					
83	1 0.3%	0 0%	0 0%	1 1.1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
86	2 0.6%	1 1.1%	0 0%	1 1.1%	0 0%	1 0.5%	0 0%	0 0%	1 1.9%	0 0%
Sigma	353 100.0%	89 100.0%	87 100.0%	90 100.0%	87 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
Mean	53.8	53.8	53.6	53.0	54.6	52.2	52.2	53.2	51.7	52.5
Standard deviation	15.6	15.9	15.4	16.2	14.8	15.9	15.9	14.5	16.2	16.0
Standard error	0.8	1.7	1.6	1.7	1.6	1.1	1.3	3.0	2.2	2.1

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E, F/J, G/H/I/J

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

S5. What is your zip code?

dREGION

	Order Viewed									
	Total A	KMPST B	MPSTK C	PSTKM D	STKMP E	*Test F	*K&M Only G	K&M Plus H	K&M & Controls I	*Control J
Base - Total Respondents	353 100.0%	89 100.0%	87 100.0%	90 100.0%	87 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
North East: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%
Midwest: Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas	50 14.2%	20 22.5% CE	8 9.2%	14 15.6%	8 9.2%	38 17.1%	24 16.6%	5 21.7%	9 16.7%	7 11.7%
South: Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas	297 84.1%	69 77.5%	75 86.2%	74 82.2%	79 90.8% B	182 82.0%	119 82.1%	18 78.3%	45 83.3%	49 81.7%
West: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, California, Hawaii, Alaska	6 1.7%	0 0%	4 4.6% BE	2 2.2%	0 0%	2 0.9%	2 1.4%	0 0%	0 0%	4 6.7% HI
Sigma	353 100.0%	89 100.0%	87 100.0%	90 100.0%	87 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E, F/J, G/H/I/J

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.



D1. What is your ethnicity?

	Order Viewed					*Test F	*K&M Only G	K&M Plus H	K&M & Controls I	*Control J
	Total A	KMPST B	MPSTK C	PSTKM D	STKMP E					
Base - Total Respondents	353 100.0%	89 100.0%	87 100.0%	90 100.0%	87 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
Caucasian	297 84.1%	73 82.0%	77 88.5%	76 84.4%	71 81.6%	187 84.2%	120 82.8%	20 87.0%	47 87.0%	51 85.0%
African American/Black	22 6.2%	8 9.0%	4 4.6%	6 6.7%	4 4.6%	13 5.9%	9 6.2% H	0 0%	4 7.4% H	5 8.3% H
Native American/Native Alaskan	15 4.2%	4 4.5%	6 6.9%	2 2.2%	3 3.4%	11 5.0%	10 6.9% I	1 4.3%	0 0%	2 3.3%
Hispanic	13 3.7%	1 1.1%	3 3.4%	5 5.6%	4 4.6%	11 5.0%	9 6.2%	1 4.3%	1 1.9%	1 1.7%
Asian or Pacific Islander	12 3.4%	3 3.4%	3 3.4%	3 3.3%	3 3.4%	7 3.2%	4 2.8%	1 4.3%	2 3.7%	2 3.3%
Prefer not to answer	4 1.1%	2 2.2%	0 0%	0 0%	2 2.3%	1 0.5%	1 0.7%	0 0%	0 0%	1 1.7%
Sigma	363 102.8%	91 102.2%	93 106.9%	92 102.2%	87 100.0%	230 103.6%	153 105.5%	23 100.0%	54 100.0%	62 103.3%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E, F/J, G/H/I/J

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

D2. What is your marital status?

	Order Viewed									
	Total A	KMPST B	MPSTK C	PSTKM D	STKMP E	*Test F	*K&M Only G	K&M Plus H	K&M & Controls I	*Control J
Base - Total Respondents	353 100.0%	89 100.0%	87 100.0%	90 100.0%	87 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%
Married or domestic partnership	246 69.7%	61 68.5%	58 66.7%	66 73.3%	61 70.1%	154 69.4%	104 71.7%	17 73.9%	33 61.1%	42 70.0%
Single or divorced	90 25.5%	24 27.0%	25 28.7%	18 20.0%	23 26.4%	56 25.2%	35 24.1%	5 21.7%	16 29.6%	16 26.7%
Widowed	16 4.5%	3 3.4%	4 4.6%	6 6.7%	3 3.4%	12 5.4%	6 4.1%	1 4.3%	5 9.3%	1 1.7%
Prefer not to answer	1 0.3%	1 1.1%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	0 0%	1 1.7%
Sigma	353 100.0%	89 100.0%	87 100.0%	90 100.0%	87 100.0%	222 100.0%	145 100.0%	23 100.0%	54 100.0%	60 100.0%

Proportions/Mean: Columns Tested (5% risk level) - B/C/D/E, F/J, G/H/I/J

\*Note: In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

**Appendix E**  
**Verbatim Responses**

**1. K&M and No Controls (n=102)**

ID	Q#	Response
628		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	65
	dAgeBand	6 - 65+
	S5	77024
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma, Texas, California, Nevada
	S11	Slot or bingo machines , Other type of gambling
	S11A	Slot or bingo machines, Other type of gambling
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Similar design and structure
	Q1bb	They look alike, just different colors
	Q1c	Configurations of the buttons
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Same components
	Q2bb	Made the same way
	Q2c	Look alike
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KM
	Q3b	Because they look so alike
	Q3bb	They are copies of one another
	Q3c	Nothing else
	Q4	Don't know the name
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	A little confusing and repetitive
1632		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	52
	dAgeBand	4 - 45 to 54

ID	Q#	Response
	S5	75022
	dREGION	3 - South
	S6	Government
	S7	Ridden a horse, Visited New Orleans, Visited a casino, Travelled outside the county
	S8	Ride a horse, Visit a casino, Travel outside the county
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	similar styling
	Q1bb	Shape and placement of things look similar
	Q1c	identical shape and size
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	they are so much alike
	Q2bb	shape, size, graphics almost identical in different colors
	Q2c	Nothing else
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KM
	Q3b	if they are not made by the same company, they are too identical almost copies
	Q3bb	they are so much alike, if different companies one definitely copied the other
	Q3c	Nothing else
	Q4	k
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	it was easy, but hard to tell exactly what they wanted to know
311		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	66
	dAgeBand	6 - 65+
	S5	75252
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes

ID	Q#	Response
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	They look alike
	Q1bb	They look like the same kind of machine
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Because they look like the same machine.
	Q2bb	they are almost identical
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
1269		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	42
	dAgeBand	3 - 35 to 44
	S5	73099
	dREGION	3 - South
	S6	Healthcare or pharmaceuticals
	S7	Visited a casino
	S8	Visit a casino, Travel outside the county, Play online poker, Play video games on a PC or console, Purchase a car online
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	they look the same
	Q1bb	I mean they look alot alike
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	the machines have a very very similar look
	Q2bb	just what i said
	Q2c	Nothing else

ID	Q#	Response
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
2106		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	51
	dAgeBand	4 - 45 to 54
	S5	77019
	dREGION	3 - South
	S6	None of these
	S7	Ridden a horse, Visited New Orleans, Visited a casino, Played video games on a PC or console
	S8	Ride a horse, Visit New Orleans, Visit a casino, Play video games on a PC or console
	S9	Oklahoma, New Jersey, Nevada
	S10	New Jersey, Nevada
	S11	Slot or bingo machines , Sportsbook betting
	S11A	Slot or bingo machines, Sportsbook betting
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Rounded top. The inner and outer trim of the machines.
	Q1bb	Top of the machines have the same type curve. Same color scheme black and crome.
	Q1c	Top graphics look alike .
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Graphics, color scheme and shape of machines
	Q2bb	Graphics are the labeling on the machine Color scheme is the black and gold trim Size and shape are identical
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	No. Hope that casinos keep getting new and exciting games. Have a decent amount of the popular ones to play. Too many filler games taking up space. Thank you!

ID	Q#	Response
2274		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	67
	dAgeBand	6 - 65+
	S5	64834
	dREGION	2 - Midwest
	S6	None of these
	S7	Ridden a horse, Visited a casino, Purchased a car online
	S8	Ride a horse, Visit a casino
	S9	Oklahoma, Texas
	S10	Oklahoma, Texas, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	It looks to me that they play a lot the same way, although i can see that machine K has the bingo game on it and the other doesn't.
	Q1bb	They both have 3 reels and almost look like the same machine and both are progressive machines
	Q1c	Upon looking further, I think machine M is also bingo play
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Both are 3 reel, progessive machines, both play the bingo game.
	Q2bb	Both machines have 3 reels and both games play bingo while you are spinning the reels
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	It was a fun survey.
2406		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	63
	dAgeBand	5 - 55 to 64
	S5	75041
	dREGION	3 - South
	S6	None of these

ID	Q#	Response
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	They have similar looks and their names are also similar.
	Q1bb	The rolling indicators look the same, the basic shapes of the machines are the same, one is called Mr. Money Bags and the other is named Mr. Money.
	Q1c	The buttons are almost exactly alike, and the money-in and payout slots are alike.
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	They look very similar and have very similar names.
	Q2bb	Their rolling indicators are almost the same, the shape of the machines is the same except that one has a sign on top and the other one doesn't. Also, their buttons and slots are nearly alike.
	Q2c	No, and I just noticed that M is named New Money, not Mr. Money. I first thought their names were more similar than they are. Sorry I didn't see that sooner.
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	It was a fun survey because I enjoy playing slot machines. It made me want to go to the casino.
2545		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	60
	dAgeBand	5 - 55 to 64
	S5	75766
	dREGION	3 - South
	S6	Education
	S7	Travelled outside the county, Gone hunting
	S8	Visit a casino, Travel outside the county, Go hunting
	S9	Not asked
	S10	Oklahoma, Texas
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes



ID	Q#	Response
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	shaped the same, have the same cherries and 7's and they use the word Money and this is the ones I like to play
	Q1bb	they look alike REALLY
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	same dang answer that I used before
	Q2bb	ditto
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	The repitition was just plain stupid. Worse survey I have ever taken, and do about two a day.
5054		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	66
	dAgeBand	6 - 65+
	S5	75071
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played online poker, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Travel outside the county, Play online poker, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma, New Jersey
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	similar style
	Q1bb	size, shape, design
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	have a similar design

ID	Q#	Response
	Q2bb	machines close to same size, similar design on machines
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
5316		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	43
	dAgeBand	3 - 35 to 44
	S5	76011
	dREGION	3 - South
	S6	Information Technology
	S7	Visited New Orleans, Visited a casino, Travelled outside the county, Played video games on a PC or console, Purchased a car online
	S8	Travel outside the county, Play video games on a PC or console
	S9	Oklahoma, Nevada
	S10	Not asked
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Not asked
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Shape of the case looks almost identical.
	Q1bb	The machines look like twins minus the additional top piece.
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Again, these machines look identical minus the Free Pay sign on top.
	Q2bb	Exactly that.
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership

ID	Q#	Response
	D3	This was kind of interesting. NO clue what you were looking for. (Which is nice!)
6970		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	60
	dAgeBand	5 - 55 to 64
	S5	79764
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	machines have same basic housing and kind of look the same
	Q1bb	Both are same height except one has neon sign on top.The playing boards are same height
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	both use same money bags character
	Q2bb	the little man or figure look almost the same
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Native American/Native Alaskan
	D2	2 - Married or domestic partnership
	D3	no
7115		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	50
	dAgeBand	4 - 45 to 54
	S5	73012
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county

ID	Q#	Response
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	The size and shape are nearly identical with only slight variations. The cartoon graphics are similar.
	Q1bb	The size and shape of the slot machines are nearly exactly the same. All the primary form features are the same. The cartoon graphics printed on the front of the machine are very similar.
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	All the same reasons that I think these are made by the same company. Form factor of the machines is nearly identical and the graphics are very similar.
	Q2bb	All the same reasons that I think these are made by the same company. Form factor of the machines is nearly identical and the graphics are very similar.
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
7198		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	45
	dAgeBand	4 - 45 to 54
	S5	79370
	dREGION	3 - South
	S6	Education
	S7	Travelled outside the county, Gone hunting
	S8	Visit a casino, Go hunting
	S9	Not asked
	S10	Oklahoma, Nevada
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes

ID	Q#	Response
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	The way they look, looks alike from how the top is rounded the same and the silver around them.
	Q1bb	When you first look at them. They look just alike in the shape and size. And the graphics look alike on both.
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Because the look alike in their shape, size and graphics
	Q2bb	The Shape of both are alike. The Size of both are alike. The graphics on each look alike.
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	No
301		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	63
	dAgeBand	5 - 55 to 64
	S5	72801
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	look the same.
	Q1bb	They look like they are very similiar.
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Same as before.
	Q2bb	You asked the same question.
	Q2c	Nothing else

ID	Q#	Response
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	No I don't.
1374		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	53
	dAgeBand	4 - 45 to 54
	S5	74834
	dREGION	3 - South
	S6	Education
	S7	None of these
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	Not asked
	S10	Oklahoma, Nevada
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	The shape
	Q1bb	The shape of the machines are the same
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	The shapes are alike
	Q2bb	The shapes are alike
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	No
1399		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer

ID	Q#	Response
	S3	2 - Female
	S4	58
	dAgeBand	5 - 55 to 64
	S5	75217
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	None of these
	S9	Oklahoma
	S10	Not asked
	S11	Slot or bingo machines
	S11A	Not asked
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	The style of the machines and the same theme
	Q1bb	The way they are design and the concept is the same.
	Q1c	Graphics
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	They used the same little man on the machines
	Q2bb	The money man and the bag man is the same
	Q2c	The cost to play
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	African American/Black
	D2	2 - Married or domestic partnership
	D3	It was good
1414		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	37
	dAgeBand	3 - 35 to 44
	S5	73036
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played online poker, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma, Nevada
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Sportsbook betting, Other type of gambling
	Drotate	03 - P S T K M

ID	Q#	Response
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	same amount of buttons size and over all look of the machine
	Q1bb	the buttons look the same and the machines are the same size
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Same set up
	Q2bb	they look the same other then colors
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	no
1681		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	54
	dAgeBand	4 - 45 to 54
	S5	76179
	dREGION	3 - South
	S6	Information Technology
	S7	Ridden a horse, Visited New Orleans, Visited a casino, Travelled outside the county, Gone hunting
	S8	Visit New Orleans, Visit a casino, Go hunting
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	They very similar in size and shape
	Q1bb	same height and shape, circular at top of machine
	Q1c	buttons are the same and each level is the same size
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	same size and shape
	Q2bb	same height, same levels, same buttons



ID	Q#	Response
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
2005		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	46
	dAgeBand	4 - 45 to 54
	S5	74447
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	made by vgt
	Q1bb	that is who manufactures these games
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	made by same manufacturer
	Q2bb	made by same company
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	none
2129		
	S0	1 - I have read the above instructions, understand them and will follow them

ID	Q#	Response
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	28
	dAgeBand	2 -25 to 34
	S5	77027
	dREGION	3 - South
	S6	None of these
	S7	Ridden a horse, Visited New Orleans, Visited a casino, Water skied, Travelled outside the county, Played online poker, Played video games on a PC or console, Purchased a boat, Gone hunting
	S8	Ride a horse, Visit New Orleans, Visit a casino, Water ski, Travel outside the county, Play online poker, Play video games on a PC or console, Go hunting
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	The tops are both rounded; the space in between the top and where it spins are the same. Where the logo is on the bottom is the same. The spinners look very similar.
	Q1bb	I don't know, I can't be much more specific than that.
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	I've already explained this.
	Q2bb	Like I said, I've already explained this.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Not a very good survey - could have been word better and, in general, done better. To ask someone the same question three times is crazy.
2132		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	36
	dAgeBand	3 - 35 to 44
	S5	66531
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino, Played online poker, Played video games on a PC or console

ID	Q#	Response
	S8	Visit a casino, Play online poker, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Same shape, same features, just different branding.
	Q1bb	Logo on bottom of the machine is the same size and shape. Rounded top is the same shape.
	Q1c	Looks like 3 or 9 line payout, plus the reward chart at the top looks the same.
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Same shape, same size, same features.
	Q2bb	As I said, the logos on the bottom of the machine are in the same location, same size, as is the reward chart at the top.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	African American/Black
	D2	1 - Single or divorced
	D3	I don't particularly like repetitive questions when I take a survey.
2248		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	30
	dAgeBand	2 -25 to 34
	S5	77047
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Travelled outside the county
	S8	Ride a horse, Visit New Orleans, Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	similar build

ID	Q#	Response
	Q1bb	they are made very similar in shape and size. they look like the same machine except for the game on it.
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	k and m are similar in the way they are built. size and make.
	Q2bb	they are the same shape. minor differences.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	African American/Black
	D2	1 - Single or divorced
	D3	no
2351		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	66
	dAgeBand	6 - 65+
	S5	67337
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	1 payline machines
	Q1bb	there is only 1 payline
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	I do not know
	Q2bb	I cannot tell you
	Q2c	even zoomed in on, I cannot pick something that identifies them as made by the same company.
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked

ID	Q#	Response
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	very frustrated as zoom didn't get me enough detail to tell you what you wanted to know
2614		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	61
	dAgeBand	5 - 55 to 64
	S5	74055
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma, California
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	VGT
	Q1bb	Company that make them
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	VGT
	Q2bb	NA
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
2681		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	35
	dAgeBand	3 - 35 to 44
	S5	63130

ID	Q#	Response
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console, Purchase a car online
	S9	Nevada
	S10	Oklahoma, Texas, California, New Jersey, Nevada
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	exactly same frame
	Q1bb	the appearance
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	same appearance
	Q2bb	it is the same
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Asian or Pacific Islander
	D2	1 - Single or divorced
	D3	nope
2902		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	59
	dAgeBand	5 - 55 to 64
	S5	66215
	dREGION	2 - Midwest
	S6	None of these
	S7	Ridden a horse, Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma
	S10	Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST

ID	Q#	Response
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Design
	Q1bb	Shape
	Q1c	Layout
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Design & layout
	Q2bb	Shape
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
3212		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	68
	dAgeBand	6 - 65+
	S5	76034
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play online poker, Play video games on a PC or console, Purchase a car online
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines , Sportsbook betting
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Similar graphics in the wheel windows
	Q1bb	The graphics look similar to each other in both machines. Possibly the same designer.
	Q1c	Yes, the overall shape and layout of the machines.
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Again, similar shape and layout as well as wheel graphics
	Q2bb	The machine look the same in shape, size and graphical depiction

ID	Q#	Response
	Q2c	Both reference Money in the name of the machine.
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	The questions appeared to be straight forward and I thought my answers were, but was asked repeatedly to clarify my responses.
3449		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	67
	dAgeBand	6 - 65+
	S5	65203
	dREGION	2 - Midwest
	S6	Government, Legal
	S7	Visited a casino, Played online poker
	S8	Visit a casino, Play online poker, Play video games on a PC or console
	S9	Oklahoma
	S10	None of these
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Overall design, semi-circle top, squared lower components
	Q1bb	Same shape
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Same shape
	Q2bb	same shape
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
3772		



ID	Q#	Response
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	68
	dAgeBand	6 - 65+
	S5	77356
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma, Texas
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	size and shape name at the bottom
	Q1bb	both have a rectangular shape with name of game
	Q1c	arched at top with game information
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	look almost identical except for name of game.
	Q2bb	same in except signage is different
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian, Hispanic
	D2	2 - Married or domestic partnership
	D3	Did not answer
3880		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	50
	dAgeBand	4 - 45 to 54
	S5	76131
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Gone hunting
	S8	Visit a casino, Travel outside the county, Go hunting
	S9	Oklahoma

ID	Q#	Response
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	The design is the same size. Game looks like it has the same concept.
	Q1bb	The same shape and height.
	Q1c	It has the same amount of buttons.
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	same size and shapes. same amont of buttons
	Q2bb	concept is basically the same
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	African American/Black
	D2	2 - Married or domestic partnership
	D3	Did not answer
4635		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	75
	dAgeBand	6 - 65+
	S5	79424
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played online poker
	S8	Visit a casino, Play online poker, Play video games on a PC or console
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	They each have a cartoon of a male wearing a brimmed hat.
	Q1bb	They have a person wearing a hat on the front of the machine.
	Q1c	They are both \$1
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.

ID	Q#	Response
	Q2a	KM
	Q2b	They look similar, are both \$1, have a man with a brimmed hat
	Q2bb	Made by the same company.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	No
4726		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	55
	dAgeBand	5 - 55 to 64
	S5	73099
	dREGION	3 - South
	S6	Education
	S7	Visited a casino, Played online poker, Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console, Purchase a car online
	S9	Oklahoma
	S10	Oklahoma
	S11	Don't know
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	top shape
	Q1bb	curve
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	parts shape match
	Q2bb	each part is similar in shape
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	3 - Widowed
	D3	Did not answer

ID	Q#	Response
4858		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	58
	dAgeBand	5 - 55 to 64
	S5	75235
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played online poker, Played video games on a PC or console
	S8	Visit a casino, Play online poker, Play video games on a PC or console
	S9	Nevada
	S10	Oklahoma, Nevada
	S11	I did not gamble
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Same style on top (the curve appears to be identical), the height and width appear to be identical too.
	Q1bb	They appear to be the same construction, just different fronts.
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Same over style, except for the top. Same height, width and arched top.
	Q2bb	They look like the same frame, just different fronts.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Never had to explain my answers before. Found that rather peculiar.
5095		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	67
	dAgeBand	6 - 65+
	S5	75019
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county, Purchase a car online

ID	Q#	Response
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	They look similar
	Q1bb	They have the same buttons and a similar paytable
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	They look similar
	Q2bb	They look similar
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	none
5335		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	73
	dAgeBand	6 - 65+
	S5	78218
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Nevada
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Style and shape
	Q1bb	Type of machine
	Q1c	Nothing else

ID	Q#	Response
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Type of slot
	Q2bb	Style
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
5646		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	51
	dAgeBand	4 - 45 to 54
	S5	72704
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	They look a lot alike. Same rounded top surrounded by the silver.
	Q1bb	Both have a round top that is surrounded by a silver bar.
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Same reason as before
	Q2bb	They look a lot alike and both have a rounded top with the silver around it.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian

ID	Q#	Response
	D2	2 - Married or domestic partnership
	D3	I dislike being asked the same question twice but with different words.
5774		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	49
	dAgeBand	4 - 45 to 54
	S5	73170
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit New Orleans, Visit a casino
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Shape, characters and typography fonts
	Q1bb	Shape of the machines, the similar characters and the similar fonts for all the text
	Q1c	Same shade of purple on both.
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	The shape of the machines, the similar colors and text fonts, and the similar characters.
	Q2bb	Exactly what I said.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Way too pedantic and repetitive. Also, repetitive.
6292		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	53
	dAgeBand	4 - 45 to 54
	S5	74105
	dREGION	3 - South
	S6	Government
	S7	Visited a casino

ID	Q#	Response
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	same shape and layout...just different graphics
	Q1bb	they look the same but game name is different
	Q1c	oh...the free play at the top
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	very simliar
	Q2bb	look alike
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
6497		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	55
	dAgeBand	5 - 55 to 64
	S5	78633
	dREGION	3 - South
	S6	Healthcare or pharmaceuticals
	S7	Ridden a horse, Visited a casino, Travelled outside the county
	S8	Ride a horse, Visit a casino
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Style, shape and that the bottom panel also has the game info
	Q1bb	Just what I said
	Q1c	Nothing else



ID	Q#	Response
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Same shape and layout
	Q2bb	same shape and layout
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
6522		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	60
	dAgeBand	5 - 55 to 64
	S5	74135
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	the shapes of the machines
	Q1bb	how they are constructed
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	by the way they look similar in construction
	Q2bb	they appear to look similar
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian

ID	Q#	Response
	D2	2 - Married or domestic partnership
	D3	no
6695		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	56
	dAgeBand	5 - 55 to 64
	S5	75023
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	similar style
	Q1bb	they look exactly the same
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	they look exactly the same
	Q2bb	they look exactly the same
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
6739		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	47
	dAgeBand	4 - 45 to 54
	S5	73170
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino

ID	Q#	Response
	S8	Visit a casino
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	They are VGT games
	Q1bb	They are made by the company VGT
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Made by VGT
	Q2bb	Made by the same company
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
6758		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	70
	dAgeBand	6 - 65+
	S5	76180
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	look similar
	Q1bb	the other looks like a take off of mr money bags
	Q1c	one takes \$3 per max spin and the other takes \$5 per max spin

ID	Q#	Response
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	just a hunch
	Q2bb	just a feeling
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
6813		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	33
	dAgeBand	2 -25 to 34
	S5	66502
	dREGION	2 - Midwest
	S6	Energy or utilities
	S7	Visited New Orleans, Played video games on a PC or console, Gone hunting
	S8	Ride a horse, Visit New Orleans, Visit a casino, Purchase a car online
	S9	Not asked
	S10	Oklahoma, New Jersey
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	His presentation
	Q1bb	they have a similar logo
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	they have a similar presentation
	Q2bb	They have the same propaganda
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian

ID	Q#	Response
	D2	2 - Married or domestic partnership
	D3	I expected something better for a casino survey
7050		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	44
	dAgeBand	3 - 35 to 44
	S5	77573
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma, California, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Same shape and template sizes - just looks like different graphics except extra screen at top
	Q1bb	Looks like the same hardware
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Looks like the same hardware so probably same manufacturer
	Q2bb	Probably the same machine except for graphics
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
7157		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	21
	dAgeBand	1 -18 to 24
	S5	76016
	dREGION	3 - South
	S6	None of these

ID	Q#	Response
	S7	Ridden a horse, Visited a casino, Travelled outside the county, Played online poker, Played video games on a PC or console
	S8	Ride a horse, Visit a casino, Travel outside the county, Play online poker, Play video games on a PC or console
	S9	Nevada
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Shape and reels
	Q1bb	MAchine overall shape and reels look the same.
	Q1c	Graphics seem the same
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Graphics look same
	Q2bb	they look the same
	Q2c	no
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	no
7188		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	60
	dAgeBand	5 - 55 to 64
	S5	74075
	dREGION	3 - South
	S6	Education
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Play online poker
	S9	Oklahoma
	S10	Oklahoma, Texas
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM

ID	Q#	Response
	Q1b	Similar appearance, layout of machine
	Q1bb	They look the same other than the names of the machines
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	same layout
	Q2bb	look very similar other than name
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian, Native American/Native Alaskan
	D2	1 - Single or divorced
	D3	Did not answer
7324		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	34
	dAgeBand	2 -25 to 34
	S5	73159
	dREGION	3 - South
	S6	None of these
	S7	Played online poker, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Travel outside the county, Play online poker, Play video games on a PC or console
	S9	Not asked
	S10	Oklahoma, Nevada
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Similar style of slot design
	Q1bb	The icons on the slot wheel look similar
	Q1c	Design on the slot machine is similar
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	similar designs of the machines
	Q2bb	The look of the machines and the icons are similar
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked

ID	Q#	Response
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	African American/Black, Native American/Native Alaskan
	D2	1 - Single or divorced
	D3	Did not answer
7528		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	30
	dAgeBand	2 -25 to 34
	S5	75038
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit New Orleans, Visit a casino
	S9	Oklahoma, Nevada
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	look the same
	Q1bb	same
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	same
	Q2bb	same
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
7101		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	42
	dAgeBand	3 - 35 to 44



ID	Q#	Response
	S5	75074
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played online poker, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Travel outside the county, Play online poker, Play video games on a PC or console
	S9	Texas
	S10	Oklahoma, California
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Other type of gambling
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	The design is almost identical
	Q1bb	The machine looks the same, the buttons, just different labels
	Q1c	Nothing else
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KM
	Q3b	Because they are identical
	Q3bb	They look the same
	Q3c	Nothing else
	Q4	m
	D1	African American/Black
	D2	2 - Married or domestic partnership
	D3	no
4839		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	28
	dAgeBand	2 -25 to 34
	S5	65742
	dREGION	2 - Midwest
	S6	Healthcare or pharmaceuticals
	S7	Visited a casino, Played video games on a PC or console, Purchased a boat, Gone hunting
	S8	Visit a casino, Play video games on a PC or console, Go hunting
	S9	Oklahoma
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines

ID	Q#	Response
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Shape of the body, lines roughly match, screen set up is very similar
	Q1bb	Rectangle topped off by a rounded top. The lines that run parallel to the floor are evenly spaced apart. All sections of the screens or gaming area are set up the same.
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KM
	Q3b	Well if they aren't made by the same company they look extremely similar.
	Q3bb	What I said
	Q3c	Nothing else
	Q4	I don't know any gaming machine manufacturer names
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	NOne
5094		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	60
	dAgeBand	5 - 55 to 64
	S5	78641
	dREGION	3 - South
	S6	Information Technology
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Not really sure, about money?
	Q1bb	Both have money in the name
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked

ID	Q#	Response
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KM
	Q3b	Using the name
	Q3bb	Both have money in the name
	Q3c	Nothing else
	Q4	K
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
1415		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	29
	dAgeBand	2 -25 to 34
	S5	75220
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Played video games on a PC or console, Gone hunting
	S8	Visit a casino, Play video games on a PC or console, Go hunting
	S9	Oklahoma, Texas
	S10	Oklahoma, Texas, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Similar design and graphics.
	Q1bb	They look very alike and have almost the same concept.
	Q1c	How you play is the same.
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Hispanic
	D2	2 - Married or domestic partnership
	D3	It was fine.

ID	Q#	Response
5542		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	67
	dAgeBand	6 - 65+
	S5	66712
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Play video games on a PC or console
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	The man looks similar
	Q1bb	They look alike
	Q1c	They both have money bags and have the word money on them
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
5823		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	59
	dAgeBand	5 - 55 to 64
	S5	64801
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console
	S9	Oklahoma

ID	Q#	Response
	S10	Oklahoma, Texas
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	The overall shape. There is an equal four parts to each machine. Both are \$1 machines.
	Q1bb	They look the same.
	Q1c	Nothing else
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	no none
6735		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	33
	dAgeBand	2 -25 to 34
	S5	80401
	dREGION	4 - West
	S6	None of these
	S7	Ridden a horse, Visited New Orleans, Visited a casino, Travelled outside the county, Played online poker, Played video games on a PC or console, Gone hunting, Purchased a car online
	S8	Ride a horse, Visit New Orleans, Visit a casino, Travel outside the county, Play online poker, Play video games on a PC or console, Go hunting, Purchase a car online
	S9	Oklahoma, Texas, California, Nevada
	S10	Oklahoma, Texas, California, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting, Other type of gambling
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting, Other type of gambling
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM

ID	Q#	Response
	Q1b	they use the same game mechanism
	Q1bb	The processing with which they work is similar
	Q1c	Nothing else
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Hispanic
	D2	2 - Married or domestic partnership
	D3	thank you
1725		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	31
	dAgeBand	2 -25 to 34
	S5	74133
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Water skied
	S8	Ride a horse, Visit a casino, Water ski, Travel outside the county
	S9	Oklahoma, Texas
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	They look very similar in appearance
	Q1bb	the machines looked the same style.
	Q1c	Nothing else
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked

ID	Q#	Response
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Asian or Pacific Islander
	D2	2 - Married or domestic partnership
	D3	Did not answer
5377		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	51
	dAgeBand	4 - 45 to 54
	S5	78613
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Arch top. Silver colour
	Q1bb	Sorry. silver color of machine and the curve at the top. Also placement of elements is same
	Q1c	same size. Hat on character
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
3788		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	78
	dAgeBand	6 - 65+

ID	Q#	Response
	S5	76011
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played online poker
	S8	Visit a casino, Play online poker, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	They both have the same look and the men on the front look basically the same
	Q1bb	The shape of the machines look the same from the front and the men down lower have the same look and seem to be waving their hands in the same manner.
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Was very interesting. I will look more closely at the machines I play next time in OK or Minn.
4647		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	73
	dAgeBand	6 - 65+
	S5	75126
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes



ID	Q#	Response
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	They look alike.
	Q1bb	Same shape. Same amount of space for machine name, etc.
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
5652		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	54
	dAgeBand	4 - 45 to 54
	S5	75216
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	similar look
	Q1bb	size and shape
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked

ID	Q#	Response
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
6488		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	53
	dAgeBand	4 - 45 to 54
	S5	74070
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Travel outside the county, Go hunting
	S9	Oklahoma, Nevada
	S10	Not asked
	S11	Slot or bingo machines
	S11A	Not asked
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	same style of case, same set up
	Q1bb	The case that holds the games are the same...body of machine. The same windows for numbers or figures in moving windows
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	I found it interesting that I was ask to clarify my answer...
1688		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female

ID	Q#	Response
	S4	45
	dAgeBand	4 - 45 to 54
	S5	74137
	dREGION	3 - South
	S6	Legal
	S7	Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Travel outside the county, Play video games on a PC or console
	S9	Oklahoma
	S10	Not asked
	S11	Slot or bingo machines
	S11A	Not asked
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	The rounded silver top on both of them.
	Q1bb	The very top part of each machine looks identical
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Fun and easy!
1726		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	60
	dAgeBand	5 - 55 to 64
	S5	76180
	dREGION	3 - South
	S6	None of these
	S7	None of these
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	Not asked
	S10	Oklahoma, Texas
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes

ID	Q#	Response
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Same shape, very little difference in them.
	Q1bb	Both are about the same height. They're both rounded at the top. Keyboard area lines up pretty close, and below the keyboard area, the shape is similar, and looks kind of like an attachment...like a square/rectangular piece is attached to the front.
	Q1c	The top shows possible winnings, next section looks similar, but I can't make out what's there. Then both have 3 items that spin to match when you play. And the bottom on both has the name of the game.
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	My response to some of these questions would have been I've never thought about it , but I guess that's the same as no opinion...no opinion just sounded more like I don't care. I like the never thought about it before idea.
2054		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	74
	dAgeBand	6 - 65+
	S5	76210
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	design, graphics, dollar amount
	Q1bb	The design is the same, the graphics are the same and the dollar amount is the same
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked

ID	Q#	Response
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
2528		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	68
	dAgeBand	6 - 65+
	S5	73601
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	The similar shape as well as the placement of the screen and graphics.
	Q1bb	The machines are made with the same physical shape. They both have 4 sections of signage or display windows in the same position.
	Q1c	Both are \$1 per bet machines.
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no.

ID	Q#	Response
3388		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	66
	dAgeBand	6 - 65+
	S5	79364
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	They have basically the same design.
	Q1bb	They are shaped the same.
	Q1c	The colors are similar and so are the graphics.
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Hispanic
	D2	2 - Married or domestic partnership
	D3	no
4079		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	66
	dAgeBand	6 - 65+
	S5	78681
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma

ID	Q#	Response
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	General Appearance
	Q1bb	They look almost the same and have the same dimension
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	None
4279		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	68
	dAgeBand	6 - 65+
	S5	65717
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	The layout of the machines is similar, the art work is close to being the same.
	Q1bb	The square bottom and round top, the printing and colors are similar in the design of the shape of the machine.
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked

ID	Q#	Response
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	interesting, never thought about slots other than if they are fun to play. 3D slots have gained our interest and most of our play.
4565		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	60
	dAgeBand	5 - 55 to 64
	S5	76244
	dREGION	3 - South
	S6	Information Technology
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Same body style and graphics are displayed in a similar fashion.
	Q1bb	Shape of the machines and pictures/images that are on the outside/body of them.
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
4882		



ID	Q#	Response
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	63
	dAgeBand	5 - 55 to 64
	S5	72223
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino
	S8	Visit New Orleans, Visit a casino
	S9	Oklahoma, Nevada
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	they look very similar in their design
	Q1bb	Just the way they appear when you look at them
	Q1c	their size and shape
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Really no clear what you were looking for.
5112		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	57
	dAgeBand	5 - 55 to 64
	S5	79602
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines

ID	Q#	Response
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	shape
	Q1bb	design
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
5825		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	63
	dAgeBand	5 - 55 to 64
	S5	76051
	dREGION	3 - South
	S6	None of these
	S7	Ridden a horse, Visited New Orleans, Visited a casino, Travelled outside the county, Purchased a boat
	S8	Ride a horse, Visit New Orleans, Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	There are similarities in appearance
	Q1bb	Same shape, same style of letters.
	Q1c	Artwork is similar
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked

ID	Q#	Response
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	This one was weird
6464		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	58
	dAgeBand	5 - 55 to 64
	S5	76084
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	They look very similar and have similar dimensions.
	Q1bb	Each section in front looks similar as far as measurements and such.
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
6474		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female

ID	Q#	Response
	S4	24
	dAgeBand	1 -18 to 24
	S5	76710
	dREGION	3 - South
	S6	None of these
	S7	None of these
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	Not asked
	S10	Oklahoma, Texas, California, Nevada
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Shape and the logos on the machines
	Q1bb	exactly what is said.
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	African American/Black
	D2	1 - Single or divorced
	D3	pretty cool. i love pictures
6568		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	65
	dAgeBand	6 - 65+
	S5	73072
	dREGION	3 - South
	S6	Education
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes

ID	Q#	Response
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	look almost the same
	Q1bb	they have same shape and size
	Q1c	4 tiers
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Asian or Pacific Islander
	D2	2 - Married or domestic partnership
	D3	no
7187		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	57
	dAgeBand	5 - 55 to 64
	S5	73505
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Same shape and size, same configuration. All aspects look the same
	Q1bb	Identical.
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked

ID	Q#	Response
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	none
7370		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	23
	dAgeBand	1 -18 to 24
	S5	76557
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console, Purchase a boat
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	The have the same look
	Q1bb	The are made the same way
	Q1c	Same art on them as well
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian, Native American/Native Alaskan
	D2	1 - Single or divorced
	D3	Did not answer
1575		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	32
	dAgeBand	2 -25 to 34
	S5	74133
	dREGION	3 - South

ID	Q#	Response
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	They both seem to be shaped the same and have the word money
	Q2bb	They are similar
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Native American/Native Alaskan
	D2	1 - Single or divorced
	D3	No ,I think is was great and easy
4871		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	30
	dAgeBand	2 -25 to 34
	S5	60628
	dREGION	2 - Midwest
	S6	Education
	S7	Ridden a horse, Visited a casino, Water skied, Travelled outside the county, Played online poker, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Water ski, Play online poker, Play video games on a PC or console, Purchase a boat, Go hunting
	S9	Texas, California, New Jersey, Nevada
	S10	Oklahoma, California, New Jersey, Nevada
	S11	Tables games (such as poker, blackjack and craps), Sportsbook betting
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes

ID	Q#	Response
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	ARE LIKELY BETWEEN
	Q2bb	they look alike
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	good
596		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	41
	dAgeBand	3 - 35 to 44
	S5	67357
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino
	S8	Visit New Orleans, Visit a casino, Play online poker
	S9	Oklahoma
	S10	Oklahoma
	S11	I did not gamble
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Elements of the money character feel similar to me, as well as some overall design features.
	Q2bb	The hats on the characters feel like a shared element, and the overall body shape, particularly the top half of the machine, feels familiar.
	Q2c	Nothing else



ID	Q#	Response
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Prefer not to answer
	D2	2 - Married or domestic partnership
	D3	Did not answer
1563		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	49
	dAgeBand	4 - 45 to 54
	S5	74016
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played online poker, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Play online poker, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Same type of game and machine
	Q2bb	Money theme and shape of machine
	Q2c	Exactly the same machine only other theme
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	I liked it a lot
3769		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer

ID	Q#	Response
	S3	1 - Male
	S4	32
	dAgeBand	2 -25 to 34
	S5	67212
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino, Played online poker, Played video games on a PC or console
	S8	Ride a horse, Visit a casino, Play online poker, Play video games on a PC or console
	S9	Texas, California
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines , Sportsbook betting
	S11A	Sportsbook betting, Other type of gambling
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Not sure
	Q2bb	Great company
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Great study
4728		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	63
	dAgeBand	5 - 55 to 64
	S5	75052
	dREGION	3 - South
	S6	Healthcare or pharmaceuticals
	S7	Visited a casino, Travelled outside the county
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P

ID	Q#	Response
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Style is the same and they both have Money in the name of the game.
	Q2bb	Machine appears to be the same shape and Money is in the name of each game.
	Q2c	Both cost \$1.00 to play
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
4828		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	79
	dAgeBand	6 - 65+
	S5	71913
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	One pay line - similar pay system.
	Q2bb	Pay off is on one line only. Payoff seems to be similar on M and K.
	Q2c	Nothing else

ID	Q#	Response
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	3 - Widowed
	D3	Did not answer
7220		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	46
	dAgeBand	4 - 45 to 54
	S5	74133
	dREGION	3 - South
	S6	Energy or utilities
	S7	None of these
	S8	Visit a casino, Go hunting
	S9	Not asked
	S10	Oklahoma
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Shape, dials, console, ticket dispenser location.
	Q2bb	They all look similar
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	No
6518		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer

ID	Q#	Response
	S3	2 - Female
	S4	55
	dAgeBand	5 - 55 to 64
	S5	74037
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	They have the similar colors. The shape of the machines are similar. The moving parts seem similar. The rounded top also looks similar. The machine visuals are similarly spaced in four areas.
	Q2bb	I'm not sure I can get more specific.
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Hispanic
	D2	2 - Married or domestic partnership
	D3	I'm a little confused. I evaluated the slot machines as directed but I didn't do much than that. How can I evaluate the manufacturer if I don't know anything about slot machines? How closely should I look at the photos but nothing about the manufacturer except on two of them had manufacturer's logos but it was too hard to see if they were similar.
6884		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	69
	dAgeBand	6 - 65+
	S5	78628
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino

ID	Q#	Response
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps)
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Each has the same format.1st: payout schedule 2nd: Shows icon 3rd: Reels 4th section: icon shown with money
	Q2bb	each is divided into 4 sections
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	I've not taken one like this. It was interesting!
875		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	70
	dAgeBand	6 - 65+
	S5	67401
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino
	S9	Oklahoma
	S10	None of these
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked

ID	Q#	Response
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Similar looks to both machines. Curved at the top. Format is the same from top to bottom (except the Instant Free Pay). Each rectangular area is the same size with different information.
	Q2bb	Looking at the machines...left to right. The wording is different in each machine's rectangular areas but the size going across from the machine on the left to the one on the right are equal areas.
	Q2c	They both use the word Money.
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Might be better when comparing if I could place arrows on the machines when comparing. All the machines tried to attract your attention with sometime that stood out. Words like Money or Gold. Colors on the machines that are bright and catch your eye.
1358		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	55
	dAgeBand	5 - 55 to 64
	S5	73044
	dREGION	3 - South
	S6	None of these
	S7	Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Not asked
	S10	Oklahoma
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Size and shape
	Q2bb	displays are the same size and overall outline is the sane
	Q2c	Nothing else

ID	Q#	Response
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
3111		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	38
	dAgeBand	3 - 35 to 44
	S5	71909
	dREGION	3 - South
	S6	Legal
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	The shaoe of the machine, the theme of the games
	Q2bb	The shape is the same. They also have a similar theme
	Q2c	the characters
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	it was different than others I've taken recently
3295		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer



ID	Q#	Response
	S3	1 - Male
	S4	35
	dAgeBand	3 - 35 to 44
	S5	73013
	dREGION	3 - South
	S6	Energy or utilities
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Look the same
	Q2bb	They look the same
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
3502		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	62
	dAgeBand	5 - 55 to 64
	S5	75061
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P

ID	Q#	Response
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	shape and panels
	Q2bb	exterior shape of the machine and same size interior panels
	Q2c	lights on top are similar. card openings are similar.
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	didn't see the need to look at machines.
3853		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	78
	dAgeBand	6 - 65+
	S5	73505
	dREGION	3 - South
	S6	Information Technology
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Overall physical forms seem to be very similar
	Q2bb	The physical appearance of each looks similar
	Q2c	Nothing else

ID	Q#	Response
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	No
4300		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	80
	dAgeBand	6 - 65+
	S5	74133
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma, Texas
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	They look similar in size and make up. They are both \$1 machines.
	Q2bb	Well, I think that speaks for itself, but both machines are the same size and similar construction (rounded top) with the 3 rows of gaming.
	Q2c	The tops are similar and the pictures are both at the bottom.
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Yes, I do not know many casino goers who know what companies make the machines. Hard to speculate.
5202		

ID	Q#	Response
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	73
	dAgeBand	6 - 65+
	S5	76248
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	The pictures and names of the machines.
	Q2bb	The reference to money or money bags and the pictures of the men
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
5329		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	41
	dAgeBand	3 - 35 to 44
	S5	65714
	dREGION	2 - Midwest
	S6	Government
	S7	Visited a casino, Played video games on a PC or console
	S8	Play video games on a PC or console
	S9	Oklahoma
	S10	Not asked
	S11	Slot or bingo machines

ID	Q#	Response
	S11A	Not asked
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	They are very similar in shape and display
	Q2bb	They look like the same machine just with different decals
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
5456		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	47
	dAgeBand	4 - 45 to 54
	S5	75160
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit New Orleans, Travel outside the county
	S9	Oklahoma
	S10	Not asked
	S11	Slot or bingo machines
	S11A	Not asked
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Layout & colors

ID	Q#	Response
	Q2bb	design of machine & the color of the machines
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
6332		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	75
	dAgeBand	6 - 65+
	S5	78232
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma, Texas
	S10	Oklahoma, Texas
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	They are the same shape and size
	Q2bb	Dimensions are the same, with rounded top
	Q2c	the openings for the money and vouchers are exactly the same
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Strange questions, but the 2 machines are extremely similar
6501		

ID	Q#	Response
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	80
	dAgeBand	6 - 65+
	S5	75075
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	SAME SIZE AND SYMBOLS ARE LINED UP ALIKE
	Q2bb	SAME HEIGHT AND SYMBOLS ARE BASIC
	Q2c	NO
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	African American/Black
	D2	3 - Widowed
	D3	NO
5364		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	72
	dAgeBand	6 - 65+
	S5	75019
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Texas
	S10	Oklahoma
	S11	Slot or bingo machines

ID	Q#	Response
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KM
	Q3b	Header
	Q3bb	The top of the machine added on
	Q3c	Nothing else
	Q4	K
	D1	Caucasian
	D2	3 - Widowed
	D3	A bit confusing, but okay.
1876		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	61
	dAgeBand	5 - 55 to 64
	S5	76248
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked



ID	Q#	Response
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KM
	Q3b	similarities in the characters on the screens, and premise of thee games
	Q3bb	The characters (the cartoon looking man) are similar in nature, and game looks the same
	Q3c	Nothing else
	Q4	Monopoly
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	it was enjoyable

**2. K&M and Controls (n=43)**

ID	Q#	Response
6656		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	32
	dAgeBand	2 -25 to 34
	S5	61704
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Play video games on a PC or console
	S9	New Jersey, Nevada
	S10	Oklahoma, Texas
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting, Other type of gambling
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	design
	Q1bb	the design of the whoke machine looks same
	Q1c	the slot and games
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	PS
	Q2b	the names and the game slot
	Q2bb	the name of the machine is close and the game slots that they ahve
	Q2c	the price morney
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KM
	Q3b	bacause of the deisgn
	Q3bb	the design are two similar and they wanted to use the design
	Q3c	hte game nmethosds and the slort
	Q4	money bag machines
	D1	Asian or Pacific Islander
	D2	2 - Married or domestic partnership
	D3	good
7012		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	37
	dAgeBand	3 - 35 to 44
	S5	75654
	dREGION	3 - South

ID	Q#	Response
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console
	S9	None of these
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	They are both shaped like one another.
	Q1bb	They look to have the same apperance in shape.
	Q1c	They both have a person with a hat.
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	PS
	Q2b	They are similar in appearance and layout.
	Q2bb	They look to have the same appearance as each other and the keyboard area looks similar.
	Q2c	Nothing else
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	PT
	Q3b	I accidentally chose the incorrect machine, that I was wanting to pick.
	Q3bb	I clicked on a different machine other than the machine I wanted to pick for my answer. I do not believe the two machines I actually chose had to get permissions. Nor do I think that they are affiliated.
	Q3c	Nothing else
	Q4	From the company that makes the Imperial Wealth machine, letter P.
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	I enjoyed this survey. It was fun and really got my brain stimulated.
4161		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	69
	dAgeBand	6 - 65+
	S5	75901
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console
	S9	Oklahoma, Texas
	S10	Texas
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes

ID	Q#	Response
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	They have the same style
	Q1bb	They have the same look
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	PS
	Q2b	.
	Q2bb	.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
6714		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	61
	dAgeBand	5 - 55 to 64
	S5	79029
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino, Go hunting
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	The shape and the betting and credits used
	Q1bb	same hithe and 3 bets pergame
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	PS
	Q2b	not sure
	Q2bb	they could or could not be made by thsame co.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked

ID	Q#	Response
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	none
7079		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	25
	dAgeBand	2 -25 to 34
	S5	60608
	dREGION	2 - Midwest
	S6	None of these
	S7	Ridden a horse, Visited a casino, Played online poker
	S8	Visit a casino, Play online poker, Play video games on a PC or console
	S9	Oklahoma, California
	S10	Oklahoma, California
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Other type of gambling
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Other type of gambling
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Because at the bottom they are very colorful and the others are not. It is my personal opinion
	Q1bb	see the saying below we can see that they are practically the same
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	PST
	Q2b	to see the bottom of these machines are that they are from the same company or a partner company since the bottom part are unicolor
	Q2bb	It is a saying that they are not so flashy at the bottom. and at the top they have sierto says like
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Very fun to know about casino machines. I am a fan of the casino I enjoy this in my spare time
2024		
	S0	1 - I have read the above instructions, understand them and will follow them

ID	Q#	Response
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	59
	dAgeBand	5 - 55 to 64
	S5	74370
	dREGION	3 - South
	S6	Education
	S7	Visited a casino, Played video games on a PC or console
	S8	Ride a horse, Visit a casino, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	look similar
	Q1bb	The are made to look alike
	Q1c	Sane shape, same overall design
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	These two machines look very much alike in design.
	Q2bb	They look alike.
	Q2c	same colors, layout
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
6378		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	43
	dAgeBand	3 - 35 to 44
	S5	78121
	dREGION	3 - South
	S6	Education
	S7	Visited a casino, Travelled outside the county
	S8	Visit New Orleans, Travel outside the county
	S9	Oklahoma
	S10	Not asked
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines

ID	Q#	Response
	S11A	Not asked
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	The name and the face that the people look alike that are on them. They look very similar.
	Q1bb	The people face look very much the same.
	Q1c	They are shaped the same, with the exception of the light on the M on.
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	They are very similar in appearance and the names of the machines.
	Q2bb	They look the same.
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Native American/Native Alaskan
	D2	1 - Single or divorced
	D3	Did not answer
7255		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	20
	dAgeBand	1 -18 to 24
	S5	73041
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit New Orleans, Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	The visuals are similar and the characters and theme look very alike.
	Q1bb	Both machines are slot machines with the 3 columns and has a male figure cartoon character with money.
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.

ID	Q#	Response
	Q2a	ST
	Q2b	Both of these have gold in the title and are a 3 column slot machines.
	Q2bb	I mean exactly what I previously said.
	Q2c	The visuals and symbols are similar.
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	This was a nice, fast, and easy survey that was simple to navigate.
2596		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	37
	dAgeBand	3 - 35 to 44
	S5	64843
	dREGION	2 - Midwest
	S6	Healthcare or pharmaceuticals
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	They look almost exactly the same except for the flasher on top.
	Q1bb	The basic body of the slot machines are the same.
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	They both say stuff about Gold.
	Q2bb	One say Gold and the other says Good Gold.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership



ID	Q#	Response
	D3	Did not answer
5571		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	45
	dAgeBand	4 - 45 to 54
	S5	66109
	dREGION	2 - Midwest
	S6	Healthcare or pharmaceuticals
	S7	Visited a casino, Travelled outside the county
	S8	Ride a horse, Visit a casino, Travel outside the county
	S9	Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Shape, screens, wheels
	Q1bb	Shape of the machines and components, Similar screens and wheels.
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	Shape of the machines and components. Screens and wheels are similar.
	Q2bb	Shape of the machines and components. Screens and wheels are similar.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian, Native American/Native Alaskan
	D2	1 - Single or divorced
	D3	Did not answer
5834		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	32
	dAgeBand	2 -25 to 34
	S5	75019
	dREGION	3 - South
	S6	None of these
	S7	Played video games on a PC or console
	S8	Ride a horse, Visit a casino, Travel outside the county

ID	Q#	Response
	S9	Not asked
	S10	Oklahoma, Texas
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	They have similar color schemes
	Q1bb	each machine has similar colors
	Q1c	Graphics are similar
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	similar graphics
	Q2bb	The colors and images on the machines are similar
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	It was quick and easy to understand
6834		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	26
	dAgeBand	2 -25 to 34
	S5	78749
	dREGION	3 - South
	S6	Education
	S7	Visited a casino, Played video games on a PC or console
	S8	Ride a horse, Visit a casino, Travel outside the county, Play online poker, Play video games on a PC or console, Go hunting, Purchase a car online
	S9	Oklahoma, Texas
	S10	Oklahoma, Texas, California, New Jersey, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting, Other type of gambling
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	They have the same styles and similar colors vary in the game and in a few aspects
	Q1bb	which are similar

ID	Q#	Response
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	they have similar aspects are unique
	Q2bb	They are unique
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	excellent survey
7106		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	63
	dAgeBand	5 - 55 to 64
	S5	74006
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Machines have a similar look
	Q1bb	Same general structure
	Q1c	Both have bingo game, both are dollar machines, both have someone (baby and man) surrounded by money
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	On second thought I do not believe they are made by the same company.
	Q2bb	Exactly what I said. I tried to go back to change my answer but the program will not allow it.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked

ID	Q#	Response
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	No
6542		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	34
	dAgeBand	2 -25 to 34
	S5	75240
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino
	S8	Ride a horse, Visit a casino, Travel outside the county
	S9	None of these
	S10	Oklahoma, California, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	they look the same
	Q1bb	the design of the machines look the same
	Q1c	Nothing else
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	ST
	Q3b	similar design
	Q3bb	they look similar
	Q3c	Nothing else
	Q4	i have no idea
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
1544		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	58
	dAgeBand	5 - 55 to 64
	S5	81003

ID	Q#	Response
	dREGION	4 - West
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Similarity
	Q1bb	They are similar
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	ST
	Q3b	Design
	Q3bb	Design of reels
	Q3c	Nothing else
	Q4	IGT
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
5461		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	29
	dAgeBand	2 -25 to 34
	S5	75007
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM

ID	Q#	Response
	Q1b	They have very similar structure and placement
	Q1bb	They look like they are built the same way
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	ST
	Q3b	They both have Gold in the names
	Q3bb	The word Gold is used to market both of their machines
	Q3c	Nothing else
	Q4	I don't know
	D1	Caucasian, Native American/Native Alaskan
	D2	2 - Married or domestic partnership
	D3	No
6425		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	30
	dAgeBand	2 -25 to 34
	S5	76028
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	the design and colors
	Q1bb	the machines are idicical in purple and green with dollar signs. The design are the same slots in the same places
	Q1c	They both have the word money
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	ST
	Q3b	Colors. Red and gold. Set up and the game is baically the same. The name Gold

ID	Q#	Response
	Q3bb	The name Gold
	Q3c	Nothing else
	Q4	no clue
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	It was unique
4819		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	28
	dAgeBand	2 -25 to 34
	S5	65616
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console, Gone hunting
	S8	Visit a casino, Play online poker, Play video games on a PC or console, Go hunting
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Same color concept, the design is very similar. Both round on top, they have a picture on the bottom, same bet in the middle.
	Q1bb	They both have a purple color. On the bottom of the machine has a picture. The design looks alike.
	Q1c	Both characters have a hat.
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Already explained how similar looking they are.
	Q2bb	Same color, round on top, picture on the bottom, both have a hat on the character.
	Q2c	Nothing else
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	ST
	Q3b	Very big letters are gold title.
	Q3bb	gold in the title
	Q3c	Nothing else
	Q4	s
	D1	Hispanic
	D2	2 - Married or domestic partnership
	D3	i like the survey about slots
2827		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer

ID	Q#	Response
	S3	2 - Female
	S4	71
	dAgeBand	6 - 65+
	S5	78566
	dREGION	3 - South
	S6	Healthcare or pharmaceuticals
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	PS
	Q1b	their ouside features look the same
	Q1bb	the metal and the design of them
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	because they look alike-- the curve at the top and the color of the metal used -- the structure appears the same-- they just changed the graphics
	Q2bb	the outward appearance looks exactly the same on both machines and they could be the same game except they changed the pictures on each one
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	no -- it seemed pretty straight forward and I like that you give the rectangles for one to explain themselves
3569		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	73
	dAgeBand	6 - 65+
	S5	75013
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played online poker, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Play online poker, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma



ID	Q#	Response
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	PS
	Q1b	Both penny slots. Same basic configuration
	Q1bb	Similar features
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	The basic build is the same keeping manufacturing cost down
	Q2bb	Structure of machines is twin
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Experience was OK. Had not thought much about the machines before
1410		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	58
	dAgeBand	5 - 55 to 64
	S5	73703
	dREGION	3 - South
	S6	Legal
	S7	Visited a casino, Purchased a car online
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	PS
	Q1b	Because of the graphics
	Q1bb	The graphics on the slots
	Q1c	Nothing else
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked

ID	Q#	Response
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KM
	Q3b	Because Money Bags is similar looking to New Money
	Q3bb	Someone would think that Money Bags and New Money would be the same vendor except a newer machine
	Q3c	Nothing else
	Q4	M because K has been around longer
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	No
1942		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	76
	dAgeBand	6 - 65+
	S5	76082
	dREGION	3 - South
	S6	None of these
	S7	Ridden a horse, Visited a casino, Travelled outside the county
	S8	Ride a horse, Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	size shape
	Q1bb	Tall wide
	Q1c	round on top
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	everything is the same except the square on top
	Q2bb	all the parts are the same only added the square on top of one
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian

ID	Q#	Response
	D2	3 - Widowed
	D3	very interesting
4105		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	61
	dAgeBand	5 - 55 to 64
	S5	75098
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma, California, Nevada
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps)
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	the front of each has the same essential mold for the player to rest their arm, both entrail similar 3 slot rolling display
	Q1bb	looking at the front they both have a table top that has the same design. Each is a straight back edge with the front is a cut away from left to right as if they were cut from the same templet. The numbers or pictures that must line up in a row are similiar if not exactly the same with the exception of color and characters.
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	with the exception of graphics and the topper on M, they are exactly the same machine
	Q2bb	There is a extra piece that sticks up from the top of M that is not on K. The color scheme, the finish (black on one and chrome on the other) are too similar. The name, the game are different variations, but again the standard 3 slots that roll are the same.
	Q2c	buttons to play or bet are similarly laid out just different sizes and mold.
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian, Native American/Native Alaskan
	D2	2 - Married or domestic partnership
	D3	Did not answer
5297		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer

ID	Q#	Response
	S3	2 - Female
	S4	37
	dAgeBand	3 - 35 to 44
	S5	73018
	dREGION	3 - South
	S6	None of these
	S7	Ridden a horse, Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Ride a horse, Visit a casino, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	they both mention gold
	Q1bb	they both have gold in their name and look similar
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	they look like each other in shape and size
	Q2bb	they look the same
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
6719		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	32
	dAgeBand	2 -25 to 34
	S5	75569
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console, Purchase a boat
	S9	None of these
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines

ID	Q#	Response
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Other type of gambling
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	Both the machines are the same size and both have gold in the name.
	Q1bb	The two machines are about the same height and width. The name of both machines say Gold in the names.
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	The machines are both the same height and width. The machines both have the word money in the titles.
	Q2bb	The machines must be made by the same company because they are the same size. The machines also have the word money in the names.
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	African American/Black
	D2	1 - Single or divorced
	D3	Very interesting questions.
6792		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	23
	dAgeBand	1 -18 to 24
	S5	78750
	dREGION	3 - South
	S6	None of these
	S7	Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console
	S9	Not asked
	S10	Oklahoma, Texas
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Other type of gambling
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	The two GOLD displays look similar

ID	Q#	Response
	Q1bb	The font for the word GOLD displayed on the machine looks the same
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	They seem to have the same color scheme
	Q2bb	The colors used on the machines are in the same color scheme
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Hispanic
	D2	1 - Single or divorced
	D3	Naw
7078		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	24
	dAgeBand	1 -18 to 24
	S5	77019
	dREGION	3 - South
	S6	Energy or utilities
	S7	Visited New Orleans, Played video games on a PC or console
	S8	Ride a horse, Visit New Orleans, Visit a casino, Water ski, Travel outside the county, Play video games on a PC or console, Go hunting
	S9	Not asked
	S10	Oklahoma, Nevada
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	they both have GOLD in their name.
	Q1bb	they are both named the same thing
	Q1c	they are the same type of game, for example, you just pull the lever or push the button and hope the 3 dials matchup.
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	they both have MONEY in the name. I think they are made by the same company
	Q2bb	they are made by the same company
	Q2c	they are both \$1 slots
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.

ID	Q#	Response
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	no.
1267		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	70
	dAgeBand	6 - 65+
	S5	75229
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Play video games on a PC or console
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	Similar reel play look
	Q1bb	Triple reel, 7's key in payout.
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Similar cartoon looks, \$1 play, single line pay. layout very similar.
	Q2bb	Graphics are almost identical.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	3 - Widowed
	D3	Didn't seem very interesting. I didn't get the point. Just answered to the best of my ability.
1500		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female

ID	Q#	Response
	S4	67
	dAgeBand	6 - 65+
	S5	75709
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	their overall look
	Q1bb	their colors and lettering
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	design lines
	Q2bb	the outline of the machines is similar
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	different and kind of fun
6547		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	35
	dAgeBand	3 - 35 to 44
	S5	77021
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	None of these
	S10	Oklahoma, Texas
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST



ID	Q#	Response
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	because of the gold theme
	Q1bb	they both have the same theme but one is more modern
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	they both have money bags as a theme and one looks more modern than the other
	Q2bb	one looks more modern than the other
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Hispanic
	D2	2 - Married or domestic partnership
	D3	Did not answer
6371		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	35
	dAgeBand	3 - 35 to 44
	S5	75204
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Water skied, Travelled outside the county, Played online poker, Played video games on a PC or console, Gone hunting
	S8	Ride a horse, Visit New Orleans, Visit a casino, Water ski, Travel outside the county, Play online poker, Play video games on a PC or console, Purchase a boat, Go hunting
	S9	Oklahoma, Texas, California
	S10	Oklahoma, Texas, New Jersey
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	it has the same name and shape
	Q1bb	My game has the same shape and name
	Q1c	Gold
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	gold name
	Q2bb	the same name

ID	Q#	Response
	Q2c	Nothing else
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KM
	Q3b	free play
	Q3bb	the name and selections
	Q3c	Nothing else
	Q4	money bags
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	thanks
6513		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	63
	dAgeBand	5 - 55 to 64
	S5	75093
	dREGION	3 - South
	S6	None of these
	S7	Played video games on a PC or console
	S8	Visit a casino
	S9	Not asked
	S10	Oklahoma, Nevada
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	Gold on them.....similar spinners....similar design
	Q1bb	Big word gold on both of them.....spinners, the things that go around.....both have an almost identical design
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	gold on both.....entire machine shape and tray.....the things that go round are the similar
	Q2bb	pretty obvious
	Q2c	Nothing else
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KM
	Q3b	very similar to another one or they are made by the same company
	Q3bb	entire design of machine.....separated the same places
	Q3c	Nothing else
	Q4	M
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Pretty good

ID	Q#	Response
6232		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	35
	dAgeBand	3 - 35 to 44
	S5	61607
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played online poker, Played video games on a PC or console, Gone hunting
	S8	Ride a horse, Visit New Orleans, Visit a casino, Water ski, Travel outside the county, Play online poker, Play video games on a PC or console, Go hunting
	S9	Oklahoma, Texas, California, New Jersey
	S10	Oklahoma, Texas, California, New Jersey, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	the model
	Q1bb	the design of the machine
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KM
	Q3b	they look so regular
	Q3bb	its like a normal machine
	Q3c	Nothing else
	Q4	unsure
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	none
6248 <sup>1</sup>		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	31
	dAgeBand	2 -25 to 34
	S5	60613
	dREGION	2 - Midwest

<sup>1</sup> In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

ID	Q#	Response
	S6	None of these
	S7	Ridden a horse, Visited New Orleans, Visited a casino, Water skied, Travelled outside the county, Played online poker, Played video games on a PC or console, Purchased a car online
	S8	Ride a horse, Visit New Orleans, Visit a casino, Water ski, Travel outside the county, Play online poker, Play video games on a PC or console, Purchase a boat, Purchase a car online
	S9	Oklahoma, Texas, California, New Jersey
	S10	Oklahoma, Texas, California, New Jersey, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	because both have almost the same slogan of make and Mr
	Q1bb	I mean the slogan that comes out at the bottom of the machine, both are very similar
	Q1c	its purple color
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	they have almost the same slogan on the bottom of the juegod machine
	Q2bb	I mean the shape of your slogan, the figure that represents it and the similarity between both game machines
	Q2c	its colors
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KMPST
	Q3b	I think they are good machines, the company that made them did not have to have any problem to have to get permission to their machines
	Q3bb	I mean that you see a good quality of machines, the person who made them or the company that made it had to take a good time also taking their permits because they look very good
	Q3c	no
	Q4	The government company is the one that gives this type of permits
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	I really liked this survey, its dynamics and the way you ask your questions
6594 <sup>2</sup>		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	45
	dAgeBand	4 - 45 to 54
	S5	74021
	dREGION	3 - South
	S6	Healthcare or pharmaceuticals
	S7	Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma

<sup>2</sup> In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

ID	Q#	Response
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	shape, appearance
	Q1bb	they are the same size and shape and the screens look similar
	Q1c	colors match
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	M&K look alike and S&T look alke
	Q2bb	They look very similar to each other
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian, Native American/Native Alaskan
	D2	2 - Married or domestic partnership
	D3	Did not answer
2567 <sup>3</sup>		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	75
	dAgeBand	6 - 65+
	S5	75409
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played online poker, Played video games on a PC or console
	S8	Visit a casino, Play online poker, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMST
	Q1b	M and K have similar shapes and designs; S and T may be made by a different company that M and K but also have similar shapes and designs to one another.
	Q1bb	it looks to me that there are two sets of two machines each set made by the same company

<sup>3</sup> In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

ID	Q#	Response
	Q1c	It is possible that all four machines were made by the same company
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	They are virtually identical
	Q2bb	they look like each other
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
2816 <sup>4</sup>		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	60
	dAgeBand	5 - 55 to 64
	S5	73071
	dREGION	3 - South
	S6	Education
	S7	None of these
	S8	Visit a casino, Play video games on a PC or console
	S9	Not asked
	S10	Oklahoma, California
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMT
	Q1b	The shape. The company uses the same basic machine then varies it.
	Q1bb	They are the same machine with details changed.
	Q1c	Looking at it now, T may be made by a different company.
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	The basic machine is the same, shape and details. The controls and the way the machine is played.
	Q2bb	It is the same machine with decorations and other minor details changed.
	Q2c	Nothing else
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	ST

<sup>4</sup> In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

ID	Q#	Response
	Q3b	They both feature the word GOLD prominently, one company could say the other is copying their game.
	Q3bb	The games seem similar, although the design of the machine seem different.
	Q3c	Nothing else
	Q4	I don't know.
	D1	Caucasian
	D2	1 - Single or divorced
	D3	No.
3503 <sup>5</sup>		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	61
	dAgeBand	5 - 55 to 64
	S5	72908
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played online poker, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Play online poker, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	LOOK THE SAME VGT MACHINES
	Q1bb	VGT SLOT MACHINES
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Both machines are dollar machines and they are VGT machines
	Q2bb	both cost dollar to spin and the are VGT gaming machines
	Q2c	Nothing else
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	MST
	Q3b	S is a sg gaming machine T is a vgt gaming machine M is a vgt machne
	Q3bb	the different types of games are serviced by different gaming comapanies and have different way of gaming
	Q3c	Nothing else
	Q4	SG VGT and IGT
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer

<sup>5</sup> In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

ID	Q#	Response
1580 <sup>6</sup>		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	41
	dAgeBand	3 - 35 to 44
	S5	73054
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMS
	Q1b	Looking at them again, I think K&M are made by the same company, not S. It's the design. They look the exact same except for the game played on it.
	Q1bb	They look the same
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	This was a weird survey
2282 <sup>7</sup>		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	70
	dAgeBand	6 - 65+
	S5	73036
	dREGION	3 - South

<sup>6</sup> In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

<sup>7</sup> In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.



ID	Q#	Response
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county, Go hunting
	S9	Oklahoma
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMST
	Q1b	M&Km are the same and S&T are the same
	Q1bb	M&K made by same company. S&T made by same company
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	Shape and design
	Q2bb	M&K are the same and S&T are the same
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Nope
2401 <sup>8</sup>		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	70
	dAgeBand	6 - 65+
	S5	67002
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Played online poker
	S8	Visit a casino, Travel outside the county, Play online poker
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes

<sup>8</sup> In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

ID	Q#	Response
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMST
	Q1b	km are made by one company. st are made by another company
	Q1bb	2 different companies
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
6234 <sup>9</sup>		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	31
	dAgeBand	2 -25 to 34
	S5	73170
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console, Gone hunting
	S8	Visit New Orleans, Visit a casino, Play video games on a PC or console
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMST
	Q1b	i think that S and T are made by one company by the font of the Gold and K and M are made by the same company because of the money and dollars on the front of the machine
	Q1bb	I meant that S and T are made by one company and K and M are made by another comapny
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked

<sup>9</sup> In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

ID	Q#	Response
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Hispanic
	D2	1 - Single or divorced
	D3	no feedback
6941 <sup>10</sup>		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	55
	dAgeBand	5 - 55 to 64
	S5	78006
	dREGION	3 - South
	S6	Education
	S7	Visited New Orleans, Visited a casino
	S8	Visit New Orleans, Visit a casino
	S9	Oklahoma, Texas
	S10	Texas
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	The shape and graphics
	Q1bb	The shape of the machine and the graphics on the screen
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	I believe K & M are made by the same company as their designs are similar. I believe S & T are made by the same company, but different from K & M
	Q2bb	K & M appear to be made by the same company and S & T appear to be made by the same company. (Two companies for each pair)
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer

<sup>10</sup> In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

**3. K&M and K&M&Controls (n=17)**

ID	Q#	Response
5632		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	31
	dAgeBand	2 -25 to 34
	S5	75204
	dREGION	3 - South
	S6	Information Technology
	S7	Visited a casino
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	California, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	similar layout of screens. user experience and interface. simple and easy to understand.
	Q1bb	the aesthetic appearance of both is very similar.
	Q1c	color schemes. picture of a character and money
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	same answers as before
	Q2bb	n/a
	Q2c	Nothing else
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KMST
	Q3b	they look like the other machines
	Q3bb	similar layout. similar colors.
	Q3c	Nothing else
	Q4	K&M
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
4078		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	46
	dAgeBand	4 - 45 to 54
	S5	65775
	dREGION	2 - Midwest
	S6	Government

ID	Q#	Response
	S7	Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console
	S9	Not asked
	S10	Oklahoma
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	The basic framework of the machines and size are the same. The display and artwork also look very similar.
	Q1bb	The shape and size looks exactly the same it just has different artwork. However, the artwork looks like it was created in the same style.
	Q1c	The display at the top of each machine has the same break down of the various wining amounts which goes up to \$2500.
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	I can see similarities between S & T with K & M. S & T seem like more expensive models of K & M.
	Q2bb	The shape of S&T is similar to K&M and seems like the design is a little similar. S & T are very similar with each other just like K & M are very similar to each other. I would guess that the companies that make each are the same or affiliated due to the shape and size of all of them.
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	No other feedback
1936		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	73
	dAgeBand	6 - 65+
	S5	75248
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Not asked
	S10	Oklahoma, Texas
	S11	Not asked
	S11A	Slot or bingo machines

ID	Q#	Response
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	They look almost identical in build, just offer different games.
	Q1bb	same shape, size, shelves are the same on both machines.
	Q1c	M has a sign on top that is different from K but otherwise they look the same to me.
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	They all look similar in design except s & t have a protruding shelf.
	Q2bb	They just look similar with the exception of the protruding shelves to me.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Very different from any other surveys that I have done.
6503		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	51
	dAgeBand	4 - 45 to 54
	S5	75225
	dREGION	3 - South
	S6	None of these
	S7	Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Not asked
	S10	Oklahoma, Nevada
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	They are the exact same shape
	Q1bb	The outer box that houses the machine is the exact same shape
	Q1c	Also the color palette is very similiar
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	Very similar shape
	Q2bb	The outlines of the machines are very similar

ID	Q#	Response
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	No
4972		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	54
	dAgeBand	4 - 45 to 54
	S5	74137
	dREGION	3 - South
	S6	Energy or utilities
	S7	Visited New Orleans, Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma
	S10	California, New Jersey, Nevada
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	external design
	Q1bb	same size and shape
	Q1c	same player layout
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMT
	Q2b	same shape and design features
	Q2bb	looks the same
	Q2c	no
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Native American/Native Alaskan
	D2	2 - Married or domestic partnership
	D3	no

ID	Q#	Response
6769		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	49
	dAgeBand	4 - 45 to 54
	S5	76031
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	graphic design is similar as well as shape and size
	Q1bb	the graphics are set up same way and they are curved at top
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMT
	Q2b	the shape is rounded at top on all
	Q2bb	they are made same body design
	Q2c	they are all same size
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	3 - Widowed
	D3	no
1939		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	61
	dAgeBand	5 - 55 to 64
	S5	76049
	dREGION	3 - South
	S6	None of these
	S7	Travelled outside the county, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console



ID	Q#	Response
	S9	Not asked
	S10	Oklahoma, Nevada
	S11	Not asked
	S11A	Slot or bingo machines, Other type of gambling
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	They are shaped the same, have 3 wheels, and both have a character on the bottom portion of the slot machine.
	Q1bb	The machines look alike . . .
	Q1c	They are both dollar slots . . .
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMT
	Q2b	Their shape and number of wheels. T is a one armed bandit where the others you just push a button to spin the wheel. They probably want to give you a choice. I think pulling the arm is more fun than just touching a button to spin it.
	Q2bb	The shape of the machine, and the number of wheels that line up to match and let you win.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	My husband and I will be visiting a casino shortly, and will enjoy playing the slots and video poker.
5320		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	65
	dAgeBand	6 - 65+
	S5	72210
	dREGION	3 - South
	S6	Healthcare or pharmaceuticals
	S7	Visited a casino, Played online poker, Played video games on a PC or console
	S8	Visit a casino, Play online poker
	S9	Oklahoma
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM

ID	Q#	Response
	Q1b	Similar shape and the character appear to be similar.
	Q1bb	The machines are the same shape. The character of the man are nearly the same look.
	Q1c	The color in the background.
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMT
	Q2b	Same shape.
	Q2bb	The shape of the machine is the same.
	Q2c	The display show matching one row only to win.
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	None.
1527		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	56
	dAgeBand	5 - 55 to 64
	S5	76230
	dREGION	3 - South
	S6	None of these
	S7	Ridden a horse, Visited a casino, Played video games on a PC or console, Gone hunting
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console, Go hunting
	S9	Oklahoma
	S10	Oklahoma, California, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	similar features and design.. The machines look to be the same outer shell.
	Q1bb	Both offer the 3 bar line not the multiline. The buttons are similar and in the same location. They are the same height and width. It looks like the faces can be changed out with the computer programming.
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KMPST

ID	Q#	Response
	Q3b	The market is very specific. I would imagine that there are similarities in all machines. Copy rights are probably in effect. To keep from litigation I would imagine that permissions are sought. I don't know if all machines are allowed in all casinos. Getting permission might entail profit sharing or royalties where a machine might be excluded.
	Q3bb	It's a slot machine not a car.
	Q3c	Nothing else
	Q4	IGT and WMS are the only companies I know of. I don't know any specific companies that make machines.
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	good questions, nice photos, easy to understand.
5622		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	24
	dAgeBand	1 -18 to 24
	S5	67228
	dREGION	2 - Midwest
	S6	Healthcare or pharmaceuticals
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console
	S9	None of these
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Color and shape of the machine
	Q1bb	The purple coloring and the oval shape of the machine at the top.
	Q1c	Both have about the same name
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KMST
	Q3b	M and K have the same purple color. S and T have the same red color. They all have the same oval top and similar names
	Q3bb	N/A
	Q3c	Nothing else
	Q4	S and T M and K
	D1	Caucasian
	D2	1 - Single or divorced
	D3	None

ID	Q#	Response
7398		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	36
	dAgeBand	3 - 35 to 44
	S5	78723
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Other type of gambling
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Other type of gambling
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	rounded tops with the same pay table design
	Q1bb	The top of the machines are rounded in the same way. The chart on those tops with the pay tables uses the same layout, fonts, and general look and feel.
	Q1c	Proportions are the same. Both are reel machines.
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KMST
	Q3b	They both use similar structures (rounded tops with lights)
	Q3bb	In silhouette, the machines would be indecipherable from the others.
	Q3c	Nothing else
	Q4	K or M
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
3189		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	63
	dAgeBand	5 - 55 to 64
	S5	75771
	dREGION	3 - South
	S6	None of these

ID	Q#	Response
	S7	Visited a casino
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMP
	Q1b	They have several elements in common
	Q1bb	The one on the right and left look very similar but the one in the middle seems like a similar game
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	They look very much alike
	Q2bb	The appearance of the machines are similar in design
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Didn't understand the purpose of the questions
4954		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	29
	dAgeBand	2 -25 to 34
	S5	64804
	dREGION	2 - Midwest
	S6	None of these
	S7	Ridden a horse, Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Ride a horse, Visit a casino, Water ski, Travel outside the county, Play video games on a PC or console, Go hunting, Purchase a car online
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company

ID	Q#	Response
	Q1a	KMS
	Q1b	They are similar in shape
	Q1bb	Each machine looks similar in shape
	Q1c	They have similar themes
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	They book look similar in shape and theme
	Q2bb	Just that
	Q2c	no
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	I think it is an odd question to ask again and again
766		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	57
	dAgeBand	5 - 55 to 64
	S5	76034
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Travel outside the county
	S9	Oklahoma
	S10	Not asked
	S11	Slot or bingo machines
	S11A	Not asked
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMST
	Q1b	K & M have the same shape. Also, S & T have the same shape.
	Q1bb	K & M are rounded on top. S & T are the same heighth.
	Q1c	They also have the same number of sections.
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	Both have Money in their names.
	Q2bb	The signs at the bottom of each machine has the word money on them.
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.

ID	Q#	Response
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
2337		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	68
	dAgeBand	6 - 65+
	S5	65679
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play online poker, Play video games on a PC or console, Purchase a boat, Go hunting
	S9	Oklahoma, Texas
	S10	Oklahoma, Texas
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMST
	Q1b	You are trying to match 3 numbers to get a win.
	Q1bb	There a different things that come up and if you get the same across you win. Some you will get more for t hem such as 7s pay the most.
	Q1c	ONLY one has the hand pull instead of pushing buttons which makes it different.
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	pictures and payouts look the same
	Q2bb	THEy are set up to win the same.
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	only feedback I have is I wouldn't play machines that look like these.
2799		

ID	Q#	Response
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	60
	dAgeBand	5 - 55 to 64
	S5	77802
	dREGION	3 - South
	S6	Healthcare or pharmaceuticals
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Travel outside the county, Play video games on a PC or console, Go hunting
	S9	Texas
	S10	Oklahoma, Texas, Nevada
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMST
	Q1b	Similar size and shape
	Q1bb	They look the same
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	they are exactly the same
	Q2bb	They look alike
	Q2c	Neither have pull arms.
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Simple
4234		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	65
	dAgeBand	6 - 65+
	S5	76012
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma



ID	Q#	Response
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	shape of machine...button layout.... reels
	Q1bb	curved top.....same amount of buttons....reels look the same
	Q1c	panel shape and sizes the same
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMS
	Q2b	reels are similar...top of all machines curved
	Q2bb	reels look similar.....top edge of all machines are rounded
	Q2c	Nothing else
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	ST
	Q3b	bothe use 'GOLD
	Q3bb	name of the machine
	Q3c	Nothing else
	Q4	SG
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	nope

**4. K&M and K&Controls (n=2)**

ID	Q#	Response
1380		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	38
	dAgeBand	3 - 35 to 44
	S5	77079
	dREGION	3 - South
	S6	Energy or utilities
	S7	Ridden a horse, Visited New Orleans, Visited a casino, Water skied, Travelled outside the county, Played online poker, Played video games on a PC or console, Gone hunting
	S8	Ride a horse, Visit New Orleans, Visit a casino, Water ski, Travel outside the county, Play online poker, Play video games on a PC or console, Go hunting, Purchase a car online
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Other type of gambling
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	Checked the logo
	Q1bb	zoom in and you'll see
	Q1c	one color design of both wiy=thout stupid rainbow distraction
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	man w hat logo
	Q2bb	logo image
	Q2c	Nothing else
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KP
	Q3b	nice design
	Q3bb	it i clear
	Q3c	Nothing else
	Q4	p
	D1	Hispanic
	D2	2 - Married or domestic partnership
	D3	Did not answer
1156		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	73
	dAgeBand	6 - 65+

ID	Q#	Response
	S5	75025
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Travelled outside the county, Played online poker, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Travel outside the county, Play online poker, Play video games on a PC or console
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KM
	Q1b	shape, size and graphics
	Q1bb	shape, size and graphics...they look, basically the same
	Q1c	same layout of payouts and reels...
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	same size, layout, graphics, reels, etc
	Q2bb	they look to be the same on both machinges
	Q2c	Nothing else
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KT
	Q3b	pretty much the same layout as other with a pull handle added
	Q3bb	same as other, but with a pull handle
	Q3c	Nothing else
	Q4	K
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer

**5. K&M and M&Controls (n=4)**

ID	Q#	Response
5941		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	62
	dAgeBand	5 - 55 to 64
	S5	75964
	dREGION	3 - South
	S6	None of these
	S7	Ridden a horse, Visited a casino, Played video games on a PC or console
	S8	Ride a horse, Visit a casino, Play video games on a PC or console, Purchase a car online
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines, Other type of gambling
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MT
	Q1b	the look of the machines
	Q1bb	the style with the parts on top similar
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KM
	Q2b	they look almost identical and booth are the 3 to match type machines
	Q2bb	that's the best I can describe them
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	easy and fun
3925		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	73
	dAgeBand	6 - 65+
	S5	75965
	dREGION	3 - South
	S6	None of these
	S7	Played online poker, Purchased a car online

ID	Q#	Response
	S8	Visit a casino, Play online poker, Play video games on a PC or console
	S9	Not asked
	S10	Oklahoma, Texas
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MT
	Q1b	shape and top crown are similar
	Q1bb	oval or rounded top with a square lighted panel on top.
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	MT
	Q2b	oval shaped top with square on top of oval
	Q2bb	rounded crown of machine with a square on top of crown.
	Q2c	Nothing else
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KM
	Q3b	use of the word 'money' Mr. Money Bags appears to be a grown up new money
	Q3bb	new money was the initial machine and mr. money bags is the follow up.
	Q3c	Nothing else
	Q4	???
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	tough
4131		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	54
	dAgeBand	4 - 45 to 54
	S5	79504
	dREGION	3 - South
	S6	Education
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console
	S9	Texas
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MT
	Q1b	head piece design
	Q1bb	the top of the machine

ID	Q#	Response
	Q1c	rounded top
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KM
	Q3b	similar shape
	Q3bb	the machines are built close to the same design
	Q3c	Nothing else
	Q4	dont know
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	interesting survey never done one on slot machines before
4230		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	35
	dAgeBand	3 - 35 to 44
	S5	65721
	dREGION	2 - Midwest
	S6	None of these
	S7	Ridden a horse, Played online poker, Played video games on a PC or console, Gone hunting
	S8	Visit a casino, Water ski, Play online poker, Play video games on a PC or console, Go hunting
	S9	Not asked
	S10	Oklahoma, Nevada
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MT
	Q1b	they have additional panel on top
	Q1bb	rectangle on top
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	the name includes the word GOLD in both
	Q2bb	also, similar design
	Q2c	Nothing else
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KM
	Q3b	similar designs and names
	Q3bb	look similar, + have the word money in both names

ID	Q#	Response
	Q3c	Nothing else
	Q4	I dont know
	D1	Asian or Pacific Islander
	D2	2 - Married or domestic partnership
	D3	none

**6. K&M&Controls and No Controls (n=28)**

ID	Q#	Response
4619		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	45
	dAgeBand	4 - 45 to 54
	S5	73003
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played online poker, Played video games on a PC or console
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMPST
	Q1b	It is a company
	Q1bb	It made by a company
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMPST
	Q2b	They are machines
	Q2bb	Machines
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
6887		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	57
	dAgeBand	5 - 55 to 64
	S5	75043
	dREGION	3 - South
	S6	None of these



ID	Q#	Response
	S7	Travelled outside the county, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Not asked
	S10	Oklahoma, Nevada
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMPST
	Q1b	There are very few companies that make slot machines.
	Q1bb	There are just a few companies that make slot machines
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMPST
	Q2b	There are just a few companies that makes slot machines.
	Q2bb	There are only a few companies that produce slot machines.
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	3 - Widowed
	D3	none.
7344		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	71
	dAgeBand	6 - 65+
	S5	76040
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Texas
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMPST

ID	Q#	Response
	Q1b	The machines are fairly generic and are made so that the covers can be changed so as to appear like new type of games. The inside with the computer system, can be programmed to operate all sorts of game settings; making it easy to change to looks and games on a machine at any time.
	Q1bb	I mean the covers that show the type of game being played can easily be changed from one game to another and only required reprogramming the computer inside if the value =s change; like going from penny machine to quarter machine and how much money can be bet at a time.
	Q1c	The machines are easier to maintain when they are all built with basically the same platform.
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
4083		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	54
	dAgeBand	4 - 45 to 54
	S5	79044
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	None of these
	S9	Oklahoma
	S10	Not asked
	S11	Slot or bingo machines
	S11A	Not asked
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMPST
	Q1b	Because they all have the basic design layout.
	Q1bb	They all have the same types of play buttons and scrolls for the images used to line up for a play.
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion

ID	Q#	Response
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	No
6795		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	25
	dAgeBand	2 -25 to 34
	S5	60649
	dREGION	2 - Midwest
	S6	Education
	S7	Visited New Orleans, Visited a casino, Travelled outside the county, Played online poker, Played video games on a PC or console, Purchased a car online
	S8	Ride a horse, Visit a casino, Water ski, Travel outside the county, Play online poker, Play video games on a PC or console, Go hunting
	S9	Texas, California, New Jersey
	S10	Oklahoma, California, New Jersey, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMPST
	Q1b	design
	Q1bb	the design of each one resembles the others
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	none
5137		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer

ID	Q#	Response
	S3	1 - Male
	S4	56
	dAgeBand	5 - 55 to 64
	S5	75028
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Travel outside the county, Play video games on a PC or console, Purchase a car online
	S9	Oklahoma, Nevada
	S10	Oklahoma, Texas, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMS
	Q1b	Design of exterior shell and graphic panels.
	Q1bb	Shape. Centralized panels. No arms to pull.
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMS
	Q2b	I've already said this. Shape.
	Q2bb	shape of exterior shell.
	Q2c	Nothing else
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KMS
	Q3b	I'm getting tired of answering this same question.
	Q3bb	this is the third time ive answered this.
	Q3c	Nothing else
	Q4	state or federal gaming commission?
	D1	Caucasian
	D2	1 - Single or divorced
	D3	why so repetitive?
6684		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	56
	dAgeBand	5 - 55 to 64
	S5	75150
	dREGION	3 - South
	S6	Education
	S7	None of these
	S8	Visit a casino
	S9	Not asked
	S10	Oklahoma

ID	Q#	Response
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMS
	Q1b	They have a similar shape; they are all reel machines instead of video (reels are my favorite); and they display the winning structures similarly
	Q1bb	The actual shape of the machine is very similar; You win by getting 3 of something lined up; The pay table looks similar.
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	They are all 3-reel; They display their paytable similar.
	Q2bb	They have 3-reels that spin to line up to win.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	It was fun - this is, I believe, the first survey I've taken about slot machines.
1044		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	43
	dAgeBand	3 - 35 to 44
	S5	75074
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Travelled outside the county, Played online poker, Played video games on a PC or console, Purchased a car online
	S8	Water ski, Travel outside the county, Play online poker, Play video games on a PC or console, Purchase a boat
	S9	Oklahoma, New Jersey, Nevada
	S10	Not asked
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting
	S11A	Not asked
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMST
	Q1b	same archway top
	Q1bb	all 4 have same top, arch looking or purrhaps u purrfur half moon

ID	Q#	Response
	Q1c	m and t are duplicates since they have a small rectangular box at top
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	ive already answered this question. y r u asking again? they all have archway/half moons.
	Q2bb	i meant what i wrote the first time and know i mean it for the third time. they all have archway/half moons.
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
1914		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	70
	dAgeBand	6 - 65+
	S5	76015
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMST
	Q1b	The shape and the payout wheel.
	Q1bb	They have an arched top, and similar symbols..
	Q1c	K and M are almost identical.
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	The arched tops, silver color, similar symbols on the wheel.
	Q2bb	I can't get any more specific.
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked

ID	Q#	Response
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	3 - Widowed
	D3	Did not answer
2727		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	55
	dAgeBand	5 - 55 to 64
	S5	78265
	dREGION	3 - South
	S6	Information Technology, Government
	S7	Played online poker, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play online poker, Play video games on a PC or console
	S9	Not asked
	S10	Oklahoma, Texas, Nevada
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMST
	Q1b	They all have a three wheel design. They all use bold patterns on their wheels and cabinets.
	Q1bb	Three wheels that spin. Bright colors.
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	Design
	Q2bb	They look alike.
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
1657		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male

ID	Q#	Response
	S4	59
	dAgeBand	5 - 55 to 64
	S5	76012
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMST
	Q1b	shape of the machine; money bags and money; 3 reels
	Q1bb	physical shape of the machine (rounded at the top); two machines have very similar pictures / word layout (money bags, money) and all of them have only 3 reels
	Q1c	two of the machines reference gold as a theme
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	similar physical shape; similar themes (gold, money); only 3 reels
	Q2bb	similar physical characteristics and display characteristics
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
2704		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	67
	dAgeBand	6 - 65+
	S5	75023
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T



ID	Q#	Response
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMST
	Q1b	design
	Q1bb	They all look similiar
	Q1c	All have rounded tops
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	the designs are very similar
	Q2bb	Similar height, rounded tops
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
7029		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	25
	dAgeBand	2 -25 to 34
	S5	60608
	dREGION	2 - Midwest
	S6	None of these
	S7	Ridden a horse, Visited a casino, Played online poker, Played video games on a PC or console
	S8	Visit a casino, Play online poker, Play video games on a PC or console
	S9	Oklahoma, Texas
	S10	Oklahoma, California
	S11	Slot or bingo machines , Other type of gambling
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting, Other type of gambling
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMST
	Q1b	They have the same design on the top that wavy shape is very striking and different from the other
	Q1bb	When you see them up close the 4 machines are wavy and that makes me think that it is from the same company
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST

ID	Q#	Response
	Q2b	For example, the K AND LA S machine for me is from the same company. Or they are associated, since they are equal and the M and the T equal to the same example are an equal design
	Q2bb	They are associated machines or the same creator since they have a very nice resemblance the 4 machines a design of the new century
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	very good I like to see casino machines
7535		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	21
	dAgeBand	1 -18 to 24
	S5	28168
	dREGION	3 - South
	S6	None of these
	S7	Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Play video games on a PC or console, Go hunting
	S9	Not asked
	S10	Oklahoma
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMST
	Q1b	The shape of the machines
	Q1bb	How they are all curved on top
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	Because of how they look,
	Q2bb	How they are all curved on top
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian

ID	Q#	Response
	D2	1 - Single or divorced
	D3	Nothing to add
1775		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	81
	dAgeBand	6 - 65+
	S5	76049
	dREGION	3 - South
	S6	None of these
	S7	None of these
	S8	Visit a casino, Travel outside the county
	S9	Not asked
	S10	Oklahoma
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMST
	Q1b	Similar design.
	Q1bb	They look alike.
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	No.
7577		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	26
	dAgeBand	2 -25 to 34
	S5	76107
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Water skied, Played video games on a PC or console

ID	Q#	Response
	S8	Visit New Orleans, Visit a casino, Water ski, Travel outside the county, Play video games on a PC or console, Purchase a car online
	S9	Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMT
	Q1b	The Style of the machine, the shape of the machine.
	Q1bb	The machines are built very similarly, similar shapes, same red light on top, rounded top of the machine, etc.
	Q1c	K & M are the exact same built machine but with different colors, words and M has a sign on top
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	S&T are both Gold Games, K & M are the same machine but different games/versions of the games
	Q2bb	S&T are both Gold Games, K & M are the same machine but different games/versions of the games
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
3672		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	69
	dAgeBand	6 - 65+
	S5	65616
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma, California
	S10	Oklahoma, California, Nevada
	S11	Slot or bingo machines , Other type of gambling
	S11A	Slot or bingo machines, Other type of gambling
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes

ID	Q#	Response
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMT
	Q1b	I have played them all and did so because of the similarities.
	Q1bb	I am familiar with the game rules and they seemed similar to me. I did well on them.
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMT
	Q2b	Games are similar and the bingo portion of two of them are alike.
	Q2bb	They have rules that are very similar and the way the bingo wins appear are similar.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	No. I just like to go to Oklahoma and Kansas to play slots.
6595		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	38
	dAgeBand	3 - 35 to 44
	S5	74733
	dREGION	3 - South
	S6	Information Technology
	S7	Visited New Orleans, Visited a casino
	S8	Ride a horse, Visit New Orleans, Visit a casino
	S9	Oklahoma, Nevada
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMT
	Q1b	The machines are similar in shape and appearance.
	Q1bb	At first glance the all three machines resemble each other.
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMT
	Q2b	The machines resemble each other.
	Q2bb	They look similar in make.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked

ID	Q#	Response
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	African American/Black
	D2	1 - Single or divorced
	D3	No.
7492		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	48
	dAgeBand	4 - 45 to 54
	S5	72206
	dREGION	3 - South
	S6	Healthcare or pharmaceuticals
	S7	Visited New Orleans, Visited a casino, Travelled outside the county, Played online poker, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play online poker, Play video games on a PC or console
	S9	Oklahoma, Texas
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMT
	Q1b	Round tops
	Q1bb	All of the machines are round on the top
	Q1c	They are about the same size also
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMT
	Q2b	They are shaped similar, round tops and same hieght.
	Q2bb	?
	Q2c	NO
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	It seemed to have the same question a few times.. A person gets tired of answering the same questions
6871		
	S0	1 - I have read the above instructions, understand them and will follow them

ID	Q#	Response
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	67
	dAgeBand	6 - 65+
	S5	79424
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMT
	Q1b	because they are shaped similar
	Q1bb	they all three have a similar shape
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
3986		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	43
	dAgeBand	3 - 35 to 44
	S5	73128
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T

ID	Q#	Response
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMPST
	Q2b	All similiar styles
	Q2bb	All remind me of classic slot machines
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	None
1363		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	34
	dAgeBand	2 -25 to 34
	S5	74030
	dREGION	3 - South
	S6	None of these
	S7	Ridden a horse, Visited New Orleans, Visited a casino, Played online poker, Played video games on a PC or console, Gone hunting
	S8	Ride a horse, Visit New Orleans, Visit a casino, Water ski, Play online poker, Play video games on a PC or console, Purchase a boat, Go hunting
	S9	Oklahoma, Texas, Nevada
	S10	Oklahoma, Texas, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMS



ID	Q#	Response
	Q2b	the way they are built and coloring
	Q2bb	same shape and same colors
	Q2c	same format
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	it was fun
3225		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	64
	dAgeBand	5 - 55 to 64
	S5	67209
	dREGION	2 - Midwest
	S6	None of these
	S7	Ridden a horse, Visited a casino, Played video games on a PC or console
	S8	Visit New Orleans, Play video games on a PC or console, Purchase a boat
	S9	Oklahoma
	S10	Not asked
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Not asked
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	Similar layouts.
	Q2bb	The overall design and control display layouts.
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership

ID	Q#	Response
	D3	No.
5051		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	48
	dAgeBand	4 - 45 to 54
	S5	76310
	dREGION	3 - South
	S6	Government
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	Curved top
	Q2bb	The top of the machine is curved
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
1498		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	44
	dAgeBand	3 - 35 to 44
	S5	75033
	dREGION	3 - South
	S6	None of these

ID	Q#	Response
	S7	Visited a casino, Water skied, Travelled outside the county, Played video games on a PC or console
	S8	Ride a horse, Visit a casino, Water ski, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMT
	Q2b	the shape and visual numbers laid out
	Q2bb	the style used and the shape of the machine.
	Q2c	just the shape of the machine
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	no.
3723		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	59
	dAgeBand	5 - 55 to 64
	S5	73160
	dREGION	3 - South
	S6	Information Technology
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked

ID	Q#	Response
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMT
	Q2b	Style/shape
	Q2bb	Same shape, body style. More efficient production method.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
86		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	68
	dAgeBand	6 - 65+
	S5	66223
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino
	S9	None of these
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KMP
	Q3b	The machine is all electronic and it has 4 rows instead of 3.

ID	Q#	Response
	Q3bb	Yes, when I say electronic I mean the wheels spin differently?
	Q3c	Nothing else
	Q4	From K and M
	D1	Caucasian
	D2	1 - Single or divorced
	D3	I wish I knew the answers!!!
3680		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	68
	dAgeBand	6 - 65+
	S5	63385
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino, Played online poker
	S8	Visit New Orleans, Visit a casino, Play online poker, Go hunting
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Other type of gambling
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Other type of gambling
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KMPST
	Q3b	They look like they would.
	Q3bb	If not that is ok. I don't see anyone famous or any trade marks.
	Q3c	no
	Q4	not sure
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	thank you

**7. K&M&Controls and K&Controls (n=7)**

ID	Q#	Response
3745		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	71
	dAgeBand	6 - 65+
	S5	78633
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMST
	Q1b	design and game face
	Q1bb	they look the same
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KPST
	Q2b	they're mechanical P is digital I put it there by mistake
	Q2bb	P is not the same as the others
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
3982		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	65
	dAgeBand	6 - 65+
	S5	75151
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Purchased a boat

ID	Q#	Response
	S8	Ride a horse, Visit a casino, Travel outside the county, Go hunting
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KP
	Q1b	Bright Metal Trim
	Q1bb	Shiney
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMP
	Q2b	Simalar trim
	Q2bb	Outside trim looks the same
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	none
6680		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	34
	dAgeBand	2 -25 to 34
	S5	75023
	dREGION	3 - South
	S6	Healthcare or pharmaceuticals
	S7	None of these
	S8	Visit New Orleans, Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Not asked
	S10	Oklahoma, Nevada
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KPT
	Q1b	style, buttons and overall age of machine (look wise)

ID	Q#	Response
	Q1bb	The way the buttons on the machines look and style of the graphics
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMP
	Q2b	Graphics and shapes of the machines
	Q2bb	the look of the machines
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
327		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	55
	dAgeBand	5 - 55 to 64
	S5	78154
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console
	S9	Oklahoma, Texas, Nevada
	S10	Oklahoma, Texas, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KS
	Q1b	just by the wheel
	Q1bb	the spin wheel looks about the same and would be the sam effect just different decals
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	they are all spin wheel
	Q2bb	the wheel spin like each other
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked



ID	Q#	Response
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	it was fun
3297		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	40
	dAgeBand	3 - 35 to 44
	S5	77493
	dREGION	3 - South
	S6	Energy or utilities
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KT
	Q1b	They both say IGT
	Q1bb	they identify the company
	Q1c	Nothing else
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KMST
	Q3b	they look similar to two of the other machines
	Q3bb	the concept is very similar to the two of the other machines
	Q3c	Nothing else
	Q4	K and T
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
3857		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	65
	dAgeBand	6 - 65+
	S5	75089

ID	Q#	Response
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMS
	Q2b	similiar shape and style
	Q2bb	look the same
	Q2c	Nothing else
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KS
	Q3b	look the same basicalloy
	Q3bb	they look similiar
	Q3c	Nothing else
	Q4	dont know
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	none
5907		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	36
	dAgeBand	3 - 35 to 44
	S5	72073
	dREGION	3 - South
	S6	None of these
	S7	Ridden a horse, Visited New Orleans, Visited a casino, Travelled outside the county, Played online poker, Played video games on a PC or console, Purchased a boat, Gone hunting, Purchased a car online
	S8	Ride a horse, Visit New Orleans, Visit a casino, Travel outside the county, Play online poker, Play video games on a PC or console, Go hunting, Purchase a car online
	S9	Oklahoma, Texas, California, New Jersey, Nevada
	S10	Oklahoma, Texas, California, New Jersey, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	04 - S T K M P

ID	Q#	Response
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KPS
	Q2b	I'm not sure
	Q2bb	I'm not sure
	Q2c	I'm not sure
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KMPS
	Q3b	I'm not sure
	Q3bb	is good
	Q3c	i like it
	Q4	I'm not sure
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer

**8. K&M&Controls and M&Controls (n=11)**

ID	Q#	Response
2914		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	67
	dAgeBand	6 - 65+
	S5	76102
	dREGION	3 - South
	S6	Healthcare or pharmaceuticals
	S7	Visited New Orleans, Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMS
	Q1b	Their general shape
	Q1bb	They are all shaped the same, with arched tops
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	MST
	Q2b	They all are shaped the same, with arched tops and a sign or light on top.
	Q2bb	Exactly what I wrote.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Not really
4933		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	73
	dAgeBand	6 - 65+
	S5	76179
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console, Gone hunting

ID	Q#	Response
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma, Texas
	S10	Oklahoma, Texas
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMST
	Q1b	shape
	Q1bb	built in the same pattern
	Q1c	just look so similar
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	MT
	Q2b	characteristics of both machines
	Q2bb	shape, features
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	na
3873		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	86
	dAgeBand	6 - 65+
	S5	75065
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMST
	Q1b	shape
	Q1bb	round top and shelf or shelf like

ID	Q#	Response
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	MT
	Q3b	fancy
	Q3bb	not quite normal slot
	Q3c	Nothing else
	Q4	M
	D1	Caucasian
	D2	3 - Widowed
	D3	Don't quite understand why
6325		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	25
	dAgeBand	2 -25 to 34
	S5	60608
	dREGION	2 - Midwest
	S6	None of these
	S7	Ridden a horse, Visited a casino, Played online poker, Played video games on a PC or console, Gone hunting
	S8	Ride a horse, Visit a casino, Play online poker, Play video games on a PC or console, Purchase a car online
	S9	Oklahoma, California, New Jersey
	S10	Texas, California, New Jersey
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Other type of gambling
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMT
	Q1b	the colors and the design.
	Q1bb	It is a very sporty and attractive design that would encourage anyone to play and enter a casino to relax
	Q1c	if I had a symbol that would spin on the top, it would be much more striking
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	MT
	Q2b	by the logos above it seems that they are made by the same company or by an associated company
	Q2bb	they almost look like the same machines with different models
	Q2c	Nothing else
	Q3	3 - No opinion

ID	Q#	Response
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	I think it's nice to talk about casino machines
4428		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	50
	dAgeBand	4 - 45 to 54
	S5	76036
	dREGION	3 - South
	S6	Government
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Don't know
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MST
	Q1b	Lucky 7
	Q1bb	yes
	Q1c	Nothing else
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KMPS
	Q3b	None of them has a handle
	Q3bb	only one has a handle
	Q3c	Nothing else
	Q4	I don't know
	D1	African American/Black
	D2	1 - Single or divorced
	D3	n/a
7305		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer

ID	Q#	Response
	S3	2 - Female
	S4	61
	dAgeBand	5 - 55 to 64
	S5	76643
	dREGION	3 - South
	S6	Government
	S7	None of these
	S8	Ride a horse, Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Not asked
	S10	Oklahoma
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MT
	Q1b	upper third style, piece on the top \$ & instant free pay
	Q1bb	the top section of each of the machines
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMPS
	Q2b	The overall style of the machines including the colors used.
	Q2bb	the machines are broken down into similar parts, they favor gold and purple
	Q2c	Nothing else
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KMST
	Q3b	styles are similar, layouts are similar
	Q3bb	machine sections separated in a similar fashion and same colors used
	Q3c	Nothing else
	Q4	no idea
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	different than others i've taken with more personal choice allowed.
5819		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	69
	dAgeBand	6 - 65+
	S5	63025
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	Oklahoma, Nevada
	S10	Texas, California, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting



ID	Q#	Response
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MT
	Q1b	They look similar.
	Q1bb	The shape and size are similar.
	Q1c	I like the ones with handles more than others.
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	Again the shape, size, and height are similar.
	Q2bb	I mean that 2 are alike and 2 are a little different, but their games are similar.
	Q2c	No.
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KMPST
	Q3b	There are only so many configurations that can happen. I would think they are all patented and thus some permissions would have to be given somewhere along the way.
	Q3bb	I mean the looks, the games, and especially the inner wiring and workings would be of a similar nature.
	Q3c	No.
	Q4	That would be a guess on my part. I think M and T are made by the same people and K and S are made by the same people. Therefore it is possible for any of these machine builders to pay the other to use their technology including P.
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	It was interesting.
6712		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	41
	dAgeBand	3 - 35 to 44
	S5	73034
	dREGION	3 - South
	S6	Government
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MT
	Q1b	They are in the same type of format.
	Q1bb	They look similar.
	Q1c	Both are 3 reel with progressives and the machines have the same shape.

ID	Q#	Response
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	All have similar shapes.
	Q2bb	Rounded at top.
	Q2c	3 reels
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
2730		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	39
	dAgeBand	3 - 35 to 44
	S5	75056
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Travel outside the county, Play video games on a PC or console, Purchase a car online
	S9	Oklahoma
	S10	Oklahoma, New Jersey, Nevada
	S11	I did not gamble
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MT
	Q1b	The way the top extends out to get your attention. Also some companies may want to put out two different to attract different people.
	Q1bb	The other machines do not have the additional top piece. I meant that a company trying to make money will make similar products but with different colors or options to attract everyone to one of their two products.
	Q1c	They both have 777 on the options to win.
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMT
	Q2b	These three have the spin option where you see the three options.
	Q2bb	The section where the fruit or numbers all have to match.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked

ID	Q#	Response
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	African American/Black
	D2	1 - Single or divorced
	D3	The repeat questions were odd.
4358		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	65
	dAgeBand	6 - 65+
	S5	73112
	dREGION	3 - South
	S6	None of these
	S7	Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Not asked
	S10	Oklahoma, Nevada
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MT
	Q1b	just the structure
	Q1bb	the way the machine is built and the verbiage on the front
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMT
	Q2b	they structure of the machines and the verbiage on the front
	Q2bb	look of machine and similarity in verbiage on the front
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
2327		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	48
	dAgeBand	4 - 45 to 54

ID	Q#	Response
	S5	75070
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	MT
	Q2b	Game configuration.
	Q2bb	The slots look similar.
	Q2c	Nothing else
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KMST
	Q3b	Slot reels.
	Q3bb	Standard reels used in traditional slot machines.
	Q3c	Nothing else
	Q4	NA
	D1	Caucasian
	D2	3 - Widowed
	D3	NA

**9. K&M&Controls and Controls (n=8)**

ID	Q#	Response
5933		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	54
	dAgeBand	4 - 45 to 54
	S5	76248
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Texas
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines, Other type of gambling
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMP
	Q1b	color schemes
	Q1bb	similar colors and metals
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	the machine designs are similar
	Q2bb	the machine designs are similar
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
3658		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	34
	dAgeBand	2 -25 to 34
	S5	78665
	dREGION	3 - South
	S6	Healthcare or pharmaceuticals

ID	Q#	Response
	S7	Ridden a horse, Visited New Orleans, Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Purchase a car online
	S9	Oklahoma, Nevada
	S10	Not asked
	S11	Slot or bingo machines
	S11A	Not asked
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMST
	Q1b	Shape, lettering, style of machine
	Q1bb	The shape of the machine looks similar, the letting or wording font look pretty similar, and it looks all of the same kind style machine.
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	Same thing
	Q2bb	Same reasons as last answer
	Q2c	Nothing else
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	ST
	Q3b	Same Gold
	Q3bb	Same gold spelling
	Q3c	Nothing else
	Q4	IDK..... Seriously
	D1	African American/Black
	D2	1 - Single or divorced
	D3	no
7038		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	33
	dAgeBand	2 -25 to 34
	S5	75201
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Water skied, Travelled outside the county, Played online poker, Played video games on a PC or console
	S8	Ride a horse, Visit New Orleans, Visit a casino, Water ski, Travel outside the county, Play online poker, Play video games on a PC or console, Go hunting, Purchase a car online
	S9	Oklahoma, Texas, Nevada
	S10	Oklahoma, Texas, California, New Jersey, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting, Other type of gambling
	Drotate	03 - P S T K M

ID	Q#	Response
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMST
	Q1b	brand name
	Q1bb	the brand name in the machine
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	PS
	Q2b	have the same logo
	Q2bb	well, the image in the machine is similar
	Q2c	Nothing else
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	ST
	Q3b	looks similar
	Q3bb	the names are similar
	Q3c	Nothing else
	Q4	SG
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
6429		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	55
	dAgeBand	5 - 55 to 64
	S5	76051
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	None of these
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMST
	Q1b	Money and Gold
	Q1bb	2 relate to money and 2 relate to Gold
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	Both refer to Gold
	Q2bb	Both machine refer to the word Gold

ID	Q#	Response
	Q2c	Nothing else
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	PS
	Q3b	Because of the graphics
	Q3bb	No other comment
	Q3c	Nothing else
	Q4	S
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	N/A
6947		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	21
	dAgeBand	1 -18 to 24
	S5	63119
	dREGION	2 - Midwest
	S6	None of these
	S7	Ridden a horse, Visited New Orleans, Water skied, Travelled outside the county, Played video games on a PC or console
	S8	Ride a horse, Visit a casino, Play video games on a PC or console
	S9	Not asked
	S10	Oklahoma, New Jersey
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KMT
	Q1b	style, coloring, design
	Q1bb	similar color scheme, familiar design across all three machines
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	both of them have similar designs and are roughly the same size
	Q2bb	the color, dimensions, and set-up are roughly the same
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Asian or Pacific Islander
	D2	1 - Single or divorced
	D3	Did not answer



ID	Q#	Response
1954		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	48
	dAgeBand	4 - 45 to 54
	S5	76310
	dREGION	3 - South
	S6	Healthcare or pharmaceuticals
	S7	Visited a casino, Played online poker
	S8	Visit a casino, Play online poker, Purchase a car online
	S9	Oklahoma, Texas
	S10	Oklahoma, Texas, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	PS
	Q1b	similarities in the pay scales
	Q1bb	pay lines are similar. g\
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMT
	Q2b	similar in design, shape. they all only have 3 wheels
	Q2bb	the shape of the machines. three pay wheels,
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Hispanic
	D2	3 - Widowed
	D3	Did not answer
5267		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	66
	dAgeBand	6 - 65+
	S5	76092
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	Oklahoma, Nevada

ID	Q#	Response
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps)
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	The word GOLD
	Q1bb	Both display prominently, seems to be their Logo
	Q1c	Similar type reels
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	Similar look to the machines as well as similar games
	Q2bb	They are built to look same from afar. They also use similar fonts/letters/words on the machine
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
7163		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	31
	dAgeBand	2 -25 to 34
	S5	73105
	dREGION	3 - South
	S6	Government
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	They just look like they would be
	Q1bb	same concept of machine. Same layout. similar design.
	Q1c	Nothing else

ID	Q#	Response
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KMST
	Q2b	similar designs and pay structures
	Q2bb	they are your standard 3 reel games and don't look to be boosted by gimmicks
	Q2c	No
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Asian or Pacific Islander
	D2	1 - Single or divorced
	D3	Fun survey

**10. K&Controls (n=9)**

ID	Q#	Response
5629		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	49
	dAgeBand	4 - 45 to 54
	S5	74344
	dREGION	3 - South
	S6	Energy or utilities
	S7	Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines , Other type of gambling
	S11A	Slot or bingo machines, Sportsbook betting, Other type of gambling
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KP
	Q1b	similar base could be used for multiple machines
	Q1bb	in manufacturing less setup in the process
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
7119		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	50
	dAgeBand	4 - 45 to 54
	S5	73071
	dREGION	3 - South
	S6	Education
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console

ID	Q#	Response
	S9	Oklahoma, Nevada
	S10	Oklahoma, California, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KS
	Q1b	i believe they are both made by IGT
	Q1bb	same company
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KS
	Q2b	because i have played them
	Q2bb	it's self-explanatory
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
2190		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	63
	dAgeBand	5 - 55 to 64
	S5	72631
	dREGION	3 - South
	S6	None of these
	S7	Played online poker, Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console
	S9	Not asked
	S10	Oklahoma, Nevada
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KT
	Q1b	size and shape
	Q1bb	the 2 machines are basically the same size and shape
	Q1c	Nothing else

ID	Q#	Response
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KT
	Q2b	pretty much same size and shape
	Q2bb	that they look very similar
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	nothing
4808		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	56
	dAgeBand	5 - 55 to 64
	S5	73122
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KT
	Q1b	bingo board
	Q1bb	the board in the corner that hits numbers
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KT
	Q2b	screen display
	Q2bb	bingo board
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked

ID	Q#	Response
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
113		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	45
	dAgeBand	4 - 45 to 54
	S5	84404
	dREGION	4 - West
	S6	None of these
	S7	Ridden a horse, Visited a casino, Travelled outside the county, Played online poker, Played video games on a PC or console, Gone hunting, Purchased a car online
	S8	Ride a horse, Visit New Orleans, Visit a casino, Travel outside the county, Play online poker, Play video games on a PC or console, Purchase a boat, Go hunting, Purchase a car online
	S9	Oklahoma, Texas, California, Nevada
	S10	Oklahoma, Texas, California, New Jersey, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KP
	Q2b	SAME PLAY CHARACTERISTICS
	Q2bb	same game mechanics
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	thank you
7228		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	58
	dAgeBand	5 - 55 to 64

ID	Q#	Response
	S5	75243
	dREGION	3 - South
	S6	None of these
	S7	Played online poker
	S8	Visit a casino, Play online poker
	S9	Not asked
	S10	Oklahoma, Texas
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KST
	Q2b	Gold in each of S & T. and K was similar in style to another one that did not get transferred with my answer
	Q2bb	There was a machine similar in dimensions to K that did not get transferred with my response
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	none
7022		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	33
	dAgeBand	2 -25 to 34
	S5	80212
	dREGION	4 - West
	S6	None of these
	S7	Ridden a horse, Visited a casino, Water skied, Played online poker, Played video games on a PC or console, Gone hunting
	S8	Ride a horse, Visit New Orleans, Visit a casino, Water ski, Travel outside the county, Play online poker, Play video games on a PC or console, Go hunting
	S9	Oklahoma, Texas, California, New Jersey, Nevada
	S10	Oklahoma, Texas, California, New Jersey, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	02 - M P S T K



ID	Q#	Response
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KP
	Q3b	it looks like it
	Q3bb	that what i fell about it
	Q3c	Nothing else
	Q4	dont know
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	its very good and fast keep it going
3332		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	66
	dAgeBand	6 - 65+
	S5	76013
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Water ski, Travel outside the county, Purchase a boat, Go hunting
	S9	Oklahoma, Texas, Nevada
	S10	Oklahoma, Texas, California, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked

ID	Q#	Response
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KP
	Q3b	different style Square top
	Q3bb	not a rounded top
	Q3c	Nothing else
	Q4	k
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
3482		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	71
	dAgeBand	6 - 65+
	S5	76123
	dREGION	3 - South
	S6	None of these
	S7	None of these
	S8	Visit a casino
	S9	Not asked
	S10	Oklahoma
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KST
	Q1b	Same Shapes
	Q1bb	Case of Machines are alike
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	Same Cases
	Q2bb	They have the same shape cases
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer



**11. M&Controls (n=23)**

ID	Q#	Response
7137		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	55
	dAgeBand	5 - 55 to 64
	S5	76123
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MP
	Q1b	Just quessing
	Q1bb	I think they could possibly be made by same company. Machines don't have to have the same looks to be made by same company.
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	No
6565		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	36
	dAgeBand	3 - 35 to 44
	S5	78735
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino

ID	Q#	Response
	S8	None of these
	S9	Oklahoma
	S10	Not asked
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Not asked
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MS
	Q1b	branding is similar
	Q1bb	it is the same look
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	MS
	Q2b	i already wrote this, they look the same
	Q2bb	please read the aove
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	terrible
5776		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	28
	dAgeBand	2 -25 to 34
	S5	75056
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MS
	Q1b	They have similar designs with the red 7's
	Q1bb	Their slots look kind of the same

ID	Q#	Response
	Q1c	Nothing else
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
3224		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	76
	dAgeBand	6 - 65+
	S5	74137
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma, Texas
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MS
	Q1b	style appears the same
	Q1bb	the features are the same
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked

ID	Q#	Response
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
6511		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	48
	dAgeBand	4 - 45 to 54
	S5	79714
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MS
	Q1b	I thought I saw SG on both.
	Q1bb	The logo.
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
6556		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	66
	dAgeBand	6 - 65+
	S5	75098
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino

ID	Q#	Response
	S8	Visit a casino
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MST
	Q1b	not sure
	Q1bb	that im not sure
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
6783		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	52
	dAgeBand	4 - 45 to 54
	S5	77433
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console, Purchased a car online
	S8	Visit a casino, Play video games on a PC or console
	S9	Texas
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MT
	Q1b	They are made similiar.
	Q1bb	They look like the same theme.
	Q1c	Nothing else



ID	Q#	Response
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	MT
	Q2b	Same theme
	Q2bb	na
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	African American/Black
	D2	2 - Married or domestic partnership
	D3	none
6650		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	63
	dAgeBand	5 - 55 to 64
	S5	76011
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console, Purchase a car online
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MT
	Q1b	The shape, height & the Extra added section added to the very Top.
	Q1bb	When compared with the other slightly shorter Slot Machines, they seem to be more of a boxier old style design. I believe a lot of the newer Slot Machines have more whistles & bells & attention getting features at the top & often taller as well.
	Q1c	Nothing else that I can think of just now.
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	MT

ID	Q#	Response
	Q3b	If these 2 machines were not made by the same company, then perhaps they had to get approval to Also add the section at the Top, in the event they had a patent on that design?
	Q3bb	Simply that based on Patents already filed, or owned on Designs, etc., I've heard that companies have to get permissions or find ways they can come close but not be considered to be Copying a Patent Owners Designs, etc..
	Q3c	Nothing that I can think of just now.
	Q4	Perhaps some Board or Gaming Commission?
	D1	Caucasian
	D2	1 - Single or divorced
	D3	I really enjoyed it. I do enjoy getting away to play a day or perhaps 2 each year. I used to Live in Vegas back in the late 70's and used to go back to visit a few times a year. Now just the Winstar Location in Oklahoma is good enough. I do miss watching shows like Msytire at TI and such though. Thanks for including me in this Survey. It was so much fun! :)
2383		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	35
	dAgeBand	3 - 35 to 44
	S5	72221
	dREGION	3 - South
	S6	None of these
	S7	Ridden a horse, Visited New Orleans, Visited a casino, Water skied, Travelled outside the county, Played online poker, Played video games on a PC or console, Purchased a boat
	S8	Visit New Orleans, Visit a casino, Water ski, Travel outside the county, Play online poker, Play video games on a PC or console
	S9	Texas, California, Nevada
	S10	Oklahoma, California, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MT
	Q1b	i do not remember
	Q1bb	yes
	Q1c	Nothing else
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian

ID	Q#	Response
	D2	2 - Married or domestic partnership
	D3	excellent survey
5197		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	46
	dAgeBand	4 - 45 to 54
	S5	73008
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played online poker
	S8	Visit New Orleans
	S9	Oklahoma, Texas, Nevada
	S10	Not asked
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Not asked
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MT
	Q1b	the top design
	Q1bb	The extra signage put on top of the machine
	Q1c	Nothing else
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Native American/Native Alaskan
	D2	1 - Single or divorced
	D3	Did not answer
2354		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	64
	dAgeBand	5 - 55 to 64
	S5	75703
	dREGION	3 - South
	S6	None of these

ID	Q#	Response
	S7	Ridden a horse, Visited a casino, Travelled outside the county
	S8	Ride a horse, Visit a casino, Travel outside the county, Purchase a boat
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MT
	Q1b	similar appearance and gaming idea
	Q1bb	They look alike in their appearance and structure.
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Interesting survey
2977		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	62
	dAgeBand	5 - 55 to 64
	S5	72923
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MT
	Q1b	no real reason. They just look like theire made by the same company
	Q1bb	they look alike

ID	Q#	Response
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
5824		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	40
	dAgeBand	3 - 35 to 44
	S5	67217
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino, Played online poker, Played video games on a PC or console
	S8	Visit a casino, Water ski, Play online poker, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MT
	Q1b	they have the same kind of design
	Q1bb	they have the same kind of features to them
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced

ID	Q#	Response
	D3	no they look like machines i might try
6682		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	68
	dAgeBand	6 - 65+
	S5	75032
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Travelled outside the county
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	MP
	Q2b	Styling
	Q2bb	They look similar in color and size.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
6486		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	32
	dAgeBand	2 -25 to 34
	S5	80202
	dREGION	4 - West
	S6	None of these

ID	Q#	Response
	S7	Ridden a horse, Visited New Orleans, Visited a casino, Water skied, Travelled outside the county, Played online poker, Played video games on a PC or console, Gone hunting, Purchased a car online
	S8	Ride a horse, Visit New Orleans, Visit a casino, Water ski, Travel outside the county, Play online poker, Play video games on a PC or console, Go hunting, Purchase a car online
	S9	Texas, California, New Jersey
	S10	Oklahoma, Texas, California, New Jersey, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Other type of gambling
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	MS
	Q2b	not sure
	Q2bb	I dont know
	Q2c	its fantastic made
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	MP
	Q3b	its great
	Q3bb	i like it
	Q3c	Nothing else
	Q4	M
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
1467		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	43
	dAgeBand	3 - 35 to 44
	S5	75211
	dREGION	3 - South
	S6	Healthcare or pharmaceuticals
	S7	None of these
	S8	Visit a casino
	S9	Not asked
	S10	Oklahoma, Texas, Nevada
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST

ID	Q#	Response
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	MST
	Q2b	They look similar, the features are the same ex. the numbers and letters.
	Q2bb	the numbers and letters look the same.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	African American/Black
	D2	1 - Single or divorced
	D3	Give more background on the product. Really couldn't answer b/c not familiar with product.
3947		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	65
	dAgeBand	6 - 65+
	S5	78613
	dREGION	3 - South
	S6	Education
	S7	Played online poker, Played video games on a PC or console
	S8	Visit a casino, Purchase a car online
	S9	Not asked
	S10	Oklahoma, Nevada
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	MST
	Q2b	style
	Q2bb	they look similar
	Q2c	Nothing else
	Q3	3 - No opinion



ID	Q#	Response
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
6484		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	51
	dAgeBand	4 - 45 to 54
	S5	76126
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	MT
	Q2b	they are the same style.
	Q2bb	they are the same type of machine
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
2338		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male

ID	Q#	Response
	S4	74
	dAgeBand	6 - 65+
	S5	75098
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played online poker
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Sportsbook betting
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	MT
	Q2b	style
	Q2bb	They have the same look.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	3 - Widowed
	D3	Not sure why this survey was given.
4929		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	53
	dAgeBand	4 - 45 to 54
	S5	73401
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST

ID	Q#	Response
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	MT
	Q2b	7's with 3 coin paylines.
	Q2bb	each machine has a payline based on 1 to 3 coins played. And the look of the 7's.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	no
6520		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	28
	dAgeBand	2 -25 to 34
	S5	76006
	dREGION	3 - South
	S6	Information Technology
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	None of these
	S10	Oklahoma, Texas
	S11	I did not gamble
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	MT
	Q2b	they look similar
	Q2bb	they just do
	Q2c	Nothing else

ID	Q#	Response
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian, African American/Black, Native American/Native Alaskan
	D2	2 - Married or domestic partnership
	D3	Did not answer
4235		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	74
	dAgeBand	6 - 65+
	S5	78232
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Travel outside the county
	S9	Oklahoma
	S10	Not asked
	S11	Slot or bingo machines
	S11A	Not asked
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	MT
	Q3b	Similar style of machine with the screen at the top. Look very much alike!
	Q3bb	At first glance they look like the same machine and you would have to look very closely to distinguish one from another.
	Q3c	Nothing else
	Q4	IGT
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Very short survey but very specific.
2430		

ID	Q#	Response
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	63
	dAgeBand	5 - 55 to 64
	S5	78163
	dREGION	3 - South
	S6	Education
	S7	Visited New Orleans, Visited a casino, Water skied, Travelled outside the county, Played online poker, Played video games on a PC or console, Purchased a boat
	S8	Visit New Orleans, Visit a casino, Water ski, Travel outside the county, Play online poker, Play video games on a PC or console, Go hunting
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	it is possible that I have made a mistake. now they do not appear to be of similar nature
	Q1bb	I mean that I changed my mind
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	MPST
	Q2b	from a business prospective it is unlikley that very many choices exist for consumers of gambling machines
	Q2bb	business consolidation
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	seems like a moot point. the manufacture / parent company of end products generally have common components of similar devices.

**12. K&Controls and M&Controls (n=3)**

ID	Q#	Response
5835		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	30
	dAgeBand	2 -25 to 34
	S5	64870
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console, Gone hunting
	S8	Ride a horse, Visit a casino, Play video games on a PC or console, Go hunting
	S9	Oklahoma
	S10	Texas
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KP
	Q1b	they look like the setup up is very similar
	Q1bb	they have what appears to be the same logo up top
	Q1c	they both have light indicators for winning
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	MP
	Q3b	they both seem to have high payouts
	Q3bb	the companies that are the same tend to pay equeal on all machines
	Q3c	Nothing else
	Q4	from the casinos they are housed at
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	i love gambling
2492		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	69
	dAgeBand	6 - 65+
	S5	72761
	dREGION	3 - South
	S6	None of these

ID	Q#	Response
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	KT
	Q1b	they have a similar shape
	Q1bb	they are similar in size with an arc at the top as a header
	Q1c	They have a variety of colors
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	MST
	Q2b	they look similar in shape and have an arched header
	Q2bb	all are vertical rectangles and have an arched header piece
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	like this topic
4478		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	50
	dAgeBand	4 - 45 to 54
	S5	64083
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino
	S8	Visit New Orleans
	S9	Oklahoma
	S10	Not asked
	S11	Slot or bingo machines
	S11A	Not asked
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	MT
	Q1b	because they have the screen on top

ID	Q#	Response
	Q1bb	there is a monitor on top of the machine, it would appear they possibly are made by the same company
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	KS
	Q2b	they have similar formats
	Q2bb	they look alike
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	African American/Black
	D2	1 - Single or divorced
	D3	Did not answer



**13. Controls Only (n=25)**

ID	Q#	Response
6833		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	54
	dAgeBand	4 - 45 to 54
	S5	79063
	dREGION	3 - South
	S6	Education
	S7	Visited a casino, Purchased a car online
	S8	None of these
	S9	Oklahoma
	S10	Not asked
	S11	Slot or bingo machines
	S11A	Not asked
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	PS
	Q1b	Gold Tones, similar keyboard placement
	Q1bb	Their appearance is similar.
	Q1c	Lights on top are similar
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	PS
	Q2b	They are both using Gold to grab the gambler.
	Q2bb	Appearance and color
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	I don't know that much about slot machines.
565		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	79
	dAgeBand	6 - 65+
	S5	96782
	dREGION	4 - West
	S6	None of these
	S7	Played video games on a PC or console

ID	Q#	Response
	S8	Visit a casino, Play video games on a PC or console
	S9	Not asked
	S10	Oklahoma, Texas
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	PS
	Q1b	just a hunch
	Q1bb	just guessing
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	both have gold in their names both have blazing 7 reels
	Q2bb	the word 'gold' is in both names see 7's on both sets of reels
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Asian or Pacific Islander
	D2	2 - Married or domestic partnership
	D3	none
1994		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	31
	dAgeBand	2 -25 to 34
	S5	64701
	dREGION	2 - Midwest
	S6	None of these
	S7	Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Not asked
	S10	Oklahoma, Texas, California, New Jersey, Nevada
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	PS
	Q1b	they look kind of similar
	Q1bb	they have the same boxy design
	Q1c	Nothing else

ID	Q#	Response
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Hispanic
	D2	2 - Married or domestic partnership
	D3	Did not answer
1577		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	33
	dAgeBand	2 -25 to 34
	S5	74114
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Water skied, Travelled outside the county, Played video games on a PC or console
	S8	Ride a horse, Visit a casino, Water ski, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting, Other type of gambling
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting, Other type of gambling
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	most alike
	Q1bb	look closest
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	look most alike by same brand
	Q2bb	same maker
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.

ID	Q#	Response
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
5911		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	42
	dAgeBand	3 - 35 to 44
	S5	76092
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played video games on a PC or console, Gone hunting
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console, Go hunting, Purchase a car online
	S9	Oklahoma, Nevada
	S10	Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	Has a similar name
	Q1bb	Both names have Gold in them
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	Both have gold in name
	Q2bb	Machine names are similar
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
6490		

ID	Q#	Response
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	69
	dAgeBand	6 - 65+
	S5	76207
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	GOLD Highlighted
	Q1bb	LETTERS GOLD HIGHLIGHTED
	Q1c	Nothing else
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	GOLD LETTERING
	Q2bb	THE LETTERS GOLD IN THE TOP OF MACHINE
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
6403		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	35
	dAgeBand	3 - 35 to 44
	S5	75861
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Water skied, Travelled outside the county, Played online poker, Played video games on a PC or console, Gone hunting
	S8	Ride a horse, Visit New Orleans, Visit a casino, Water ski, Travel outside the county, Play online poker, Play video games on a PC or console, Go hunting
	S9	Oklahoma, Texas, Nevada

ID	Q#	Response
	S10	Oklahoma, Texas, New Jersey
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	the same name and players
	Q1bb	the same company
	Q1c	Nothing else
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no thanks very much
1964		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	30
	dAgeBand	2 -25 to 34
	S5	74017
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	None of these
	S9	Oklahoma
	S10	Not asked
	S11	Slot or bingo machines
	S11A	Not asked
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	The design and text seem to be very similar.
	Q1bb	The design of the physical machine on both have the same structure/shape.
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked

ID	Q#	Response
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
2536		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	50
	dAgeBand	4 - 45 to 54
	S5	76522
	dREGION	3 - South
	S6	Education
	S7	Visited New Orleans, Visited a casino, Played video games on a PC or console, Gone hunting
	S8	Visit a casino, Water ski, Travel outside the county, Play video games on a PC or console, Go hunting
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	very simular design
	Q1bb	they look some what alike
	Q1c	three window spinners
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership

ID	Q#	Response
	D3	none
2413		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	69
	dAgeBand	6 - 65+
	S5	75093
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Travelled outside the county, Gone hunting
	S8	Visit New Orleans, Visit a casino, Travel outside the county, Purchase a boat, Go hunting
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	shape
	Q1bb	arm rest
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
4030		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	80
	dAgeBand	6 - 65+
	S5	76063
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Ride a horse, Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma



ID	Q#	Response
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	they each have 3 rolls are about the same height
	Q1bb	Like a 7 on each roll and the machines look to the same height
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Not sure what you were looking for in this survey
4637		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	64
	dAgeBand	5 - 55 to 64
	S5	66086
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma, Nevada
	S10	Oklahoma, Texas, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	the look of the screen
	Q1bb	same symbols
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked

ID	Q#	Response
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
5753		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	70
	dAgeBand	6 - 65+
	S5	75060
	dREGION	3 - South
	S6	Education
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	Shaped the same and look comparable
	Q1bb	Have the same dome shape
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
5769		
	S0	1 - I have read the above instructions, understand them and will follow them

ID	Q#	Response
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	42
	dAgeBand	3 - 35 to 44
	S5	75115
	dREGION	3 - South
	S6	None of these
	S7	Ridden a horse, Visited New Orleans, Visited a casino, Played video games on a PC or console, Purchased a car online
	S8	Visit New Orleans, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma
	S10	Not asked
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Not asked
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	They have similar graphics and both say GOLD. They both use the 7.
	Q1bb	The graphics are close in similarity.
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	African American/Black
	D2	1 - Single or divorced
	D3	Did not answer
6607		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	26
	dAgeBand	2 -25 to 34
	S5	78258
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console, Purchased a car online
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines , Sportsbook betting
	S11A	Slot or bingo machines, Sportsbook betting

ID	Q#	Response
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	Words and mechanical similarities
	Q1bb	obvious
	Q1c	Nothing else
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	n/a
7392		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	75
	dAgeBand	6 - 65+
	S5	76039
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played online poker, Played video games on a PC or console, Gone hunting, Purchased a car online
	S8	Travel outside the county, Go hunting
	S9	Oklahoma
	S10	Not asked
	S11	Slot or bingo machines , Sportsbook betting
	S11A	Not asked
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	1 - Two (or more) of the machines are made by the same company
	Q1a	ST
	Q1b	layout
	Q1bb	design of barrels
	Q1c	screen
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked

ID	Q#	Response
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
4893		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	31
	dAgeBand	2 -25 to 34
	S5	66614
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino, Played online poker
	S8	Visit New Orleans, Visit a casino, Play online poker, Purchase a car online
	S9	Oklahoma
	S10	Oklahoma, California, New Jersey
	S11	Tables games (such as poker, blackjack and craps)
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	PST
	Q2b	Color theme
	Q2bb	colors used in designing the machine
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Asian or Pacific Islander
	D2	2 - Married or domestic partnership
	D3	Did not answer
7557		
	S0	1 - I have read the above instructions, understand them and will follow them

ID	Q#	Response
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	29
	dAgeBand	2 -25 to 34
	S5	75024
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Water ski, Travel outside the county
	S9	Oklahoma, Nevada
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	PST
	Q2b	The design and colors on the machines. The design shows similar aspects such as the buttons and the colors are bright and vivid to draw attention to them.
	Q2bb	I mean that these machines seem to have more thought put into how they are viewed to attract attention to them.
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
1953		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	64
	dAgeBand	5 - 55 to 64
	S5	76939
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Travelled outside the county, Gone hunting
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma, Nevada

ID	Q#	Response
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	they are both slot machines
	Q2bb	they are machines that I would pick to play on
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
2583		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	55
	dAgeBand	5 - 55 to 64
	S5	74112
	dREGION	3 - South
	S6	Education
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked

ID	Q#	Response
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	The build of the machine such as the height and the round top. The trays attached to the machines are similar. The colors of the items are bright
	Q2bb	They seem to be the same height and the trays are not square but adjust to the body. The colors of the 7's, etc are seem brighter than the other machines to attract gamblers.
	Q2c	Nothing else
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Not exactly sure of the purpose. I was thinking you were going to ask of those machines which would I play and why
2177		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	74
	dAgeBand	6 - 65+
	S5	75126
	dREGION	3 - South
	S6	Information Technology
	S7	Visited a casino, Travelled outside the county, Played online poker
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	both have wheels and a tray on gthe front.
	Q2bb	the wheels spin to show combinations that may cause winning spins. The cabinet designs are alike.
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked



ID	Q#	Response
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	it is hard to compare slot machines by looking at pictures. There are lights, sounds, graphics, etc that may be alike.
3105		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	50
	dAgeBand	4 - 45 to 54
	S5	74101
	dREGION	3 - South
	S6	None of these
	S7	Ridden a horse, Travelled outside the county
	S8	Ride a horse, Visit a casino, Travel outside the county
	S9	Not asked
	S10	Oklahoma, Nevada
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	The word Gold featured prominently
	Q2bb	I mean the word Gold appears in the on the machine display
	Q2c	Nothing else
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Prefer not to answer
	D2	4 - Prefer not to answer
	D3	not really, simple so far
6893		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female

ID	Q#	Response
	S4	19
	dAgeBand	1 -18 to 24
	S5	75126
	dREGION	3 - South
	S6	None of these
	S7	Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console
	S9	Not asked
	S10	Oklahoma, Texas
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	ST
	Q3b	similar names
	Q3bb	They both have Gold in their names which could cause trademarking issues
	Q3c	Nothing else
	Q4	good gold
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
7486		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	63
	dAgeBand	5 - 55 to 64
	S5	64801
	dREGION	2 - Midwest
	S6	Education
	S7	Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Not asked
	S10	Oklahoma
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST

ID	Q#	Response
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	ST
	Q3b	Similar design and mechanics. One has the arm to pull and the other doesn't which is the biggest difference to me.
	Q3bb	Machines look alike.
	Q3c	Nothing else
	Q4	S
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	No
618 <sup>11</sup>		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	54
	dAgeBand	4 - 45 to 54
	S5	73527
	dREGION	3 - South
	S6	None of these
	S7	None of these
	S8	Visit New Orleans, Visit a casino
	S9	Not asked
	S10	Oklahoma, Texas, Nevada
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	1 - Two (or more) of these machines are made by companies that are associated or affiliated with each other.
	Q2a	ST
	Q2b	They look similar in height and the way they look. Also talks about gold.

<sup>11</sup> In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

ID	Q#	Response
	Q2bb	They just have a similar look. They look the same. They also mention winning gold.
	Q2c	Nothing else
	Q3	1 - One (or more) of the companies had to get permission or authorization from one or more of the other companies.
	Q3a	KMPST
	Q3b	I think all of these machines have to have permission.
	Q3bb	I just believe in the gaming and gambling industry you have to have permission.
	Q3c	Nothing else
	Q4	I have no answer. I really don't know.
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer

**14. Different Companies Only (n=4)**

ID	Q#	Response
574		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	39
	dAgeBand	3 - 35 to 44
	S5	42104
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Played online poker, Played video games on a PC or console, Gone hunting
	S8	Ride a horse, Water ski, Travel outside the county
	S9	Oklahoma, California
	S10	Not asked
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Not asked
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Asian or Pacific Islander
	D2	2 - Married or domestic partnership
	D3	sbnhgdmmjkgjy
4930		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	60
	dAgeBand	5 - 55 to 64
	S5	76240
	dREGION	3 - South

ID	Q#	Response
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
5940		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	36
	dAgeBand	3 - 35 to 44
	S5	72073
	dREGION	3 - South
	S6	None of these
	S7	Ridden a horse, Visited New Orleans, Visited a casino, Travelled outside the county, Played online poker, Played video games on a PC or console, Purchased a boat, Purchased a car online
	S8	Ride a horse, Visit New Orleans, Visit a casino, Travel outside the county, Play online poker, Play video games on a PC or console, Purchase a boat, Purchase a car online
	S9	Oklahoma, Texas, California, New Jersey, Nevada
	S10	Oklahoma, Texas, California, New Jersey, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes

ID	Q#	Response
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	very good
6525		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	37
	dAgeBand	3 - 35 to 44
	S5	75071
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Ride a horse, Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma, Texas
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked

ID	Q#	Response
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Asian or Pacific Islander
	D2	2 - Married or domestic partnership
	D3	Did not answer



**15. Different Companies and No Opinion (n=10)**

ID	Q#	Response
6772		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	30
	dAgeBand	2 -25 to 34
	S5	77327
	dREGION	3 - South
	S6	None of these
	S7	Ridden a horse, Visited a casino, Played online poker, Played video games on a PC or console, Purchased a boat, Purchased a car online
	S8	Ride a horse, Visit a casino, Water ski, Play online poker, Purchase a boat, Go hunting, Purchase a car online
	S9	Texas
	S10	Oklahoma, Texas
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting
	S11A	Slot or bingo machines, Sportsbook betting
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	3 - Widowed
	D3	none
1173		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	73
	dAgeBand	6 - 65+
	S5	77551
	dREGION	3 - South

ID	Q#	Response
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Texas
	S10	Oklahoma, Texas
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	3 - Widowed
	D3	Did not answer
4504		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	60
	dAgeBand	5 - 55 to 64
	S5	76366
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked

ID	Q#	Response
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
7567		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	55
	dAgeBand	5 - 55 to 64
	S5	66101
	dREGION	2 - Midwest
	S6	Healthcare or pharmaceuticals
	S7	Ridden a horse, Visited New Orleans, Travelled outside the county
	S8	Ride a horse, Visit New Orleans, Visit a casino, Travel outside the county
	S9	Not asked
	S10	Oklahoma, Texas, Nevada
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	2 - Each of the machines is made by a different company
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	African American/Black
	D2	1 - Single or divorced

ID	Q#	Response
	D3	Did not answer
1355		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	70
	dAgeBand	6 - 65+
	S5	75002
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	none
6862		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	43
	dAgeBand	3 - 35 to 44
	S5	75088
	dREGION	3 - South
	S6	Government
	S7	None of these
	S8	Visit a casino

ID	Q#	Response
	S9	Not asked
	S10	Oklahoma
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	African American/Black
	D2	1 - Single or divorced
	D3	Did not answer
7070		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	60
	dAgeBand	5 - 55 to 64
	S5	75092
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Play video games on a PC or console, Purchase a car online
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked

ID	Q#	Response
	Q2	2 - None of these machines are made by companies that are associated or affiliated with each other.
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
6272		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	50
	dAgeBand	4 - 45 to 54
	S5	75028
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian

ID	Q#	Response
	D2	2 - Married or domestic partnership
	D3	Seem like fairly dumb questions to ask a consumer
6466		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	70
	dAgeBand	6 - 65+
	S5	75023
	dREGION	3 - South
	S6	None of these
	S7	Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Not asked
	S10	Oklahoma, Texas
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
6812		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	52
	dAgeBand	4 - 45 to 54
	S5	76248
	dREGION	3 - South
	S6	None of these

ID	Q#	Response
	S7	Visited New Orleans, Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	2 - None of the companies had to get permission or authorization from any of the other companies.
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer



**16. No Opinion Only (n=57)**

ID	Q#	Response
947		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	59
	dAgeBand	5 - 55 to 64
	S5	79762
	dREGION	3 - South
	S6	None of these
	S7	Played video games on a PC or console
	S8	Visit a casino
	S9	Not asked
	S10	Oklahoma, Texas, Nevada
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
1345		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	70
	dAgeBand	6 - 65+
	S5	75025
	dREGION	3 - South
	S6	None of these
	S7	None of these
	S8	Visit a casino

ID	Q#	Response
	S9	Not asked
	S10	Oklahoma
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
1349		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	44
	dAgeBand	3 - 35 to 44
	S5	76262
	dREGION	3 - South
	S6	None of these
	S7	Ridden a horse
	S8	Ride a horse, Visit a casino, Travel outside the county
	S9	Not asked
	S10	Oklahoma, California
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked

ID	Q#	Response
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
1680		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	54
	dAgeBand	4 - 45 to 54
	S5	73013
	dREGION	3 - South
	S6	Government
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines , Other type of gambling
	S11A	Slot or bingo machines, Other type of gambling
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
1711		

ID	Q#	Response
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	54
	dAgeBand	4 - 45 to 54
	S5	73170
	dREGION	3 - South
	S6	Government
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Sportsbook betting
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Asian or Pacific Islander
	D2	2 - Married or domestic partnership
	D3	Did not answer
1743		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	57
	dAgeBand	5 - 55 to 64
	S5	75056
	dREGION	3 - South
	S6	None of these
	S7	Played online poker, Gone hunting
	S8	Visit a casino, Travel outside the county, Play online poker
	S9	Not asked
	S10	Oklahoma
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines

ID	Q#	Response
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
1864		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	65
	dAgeBand	6 - 65+
	S5	76085
	dREGION	3 - South
	S6	Energy or utilities
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	None of these
	S10	Oklahoma
	S11	I did not gamble
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion

ID	Q#	Response
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	how would anyone know who made any of the machines shown? The questions make no sense in this format?
1951		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	72
	dAgeBand	6 - 65+
	S5	75094
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma, Nevada
	S10	Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Easy. Not sure what it was all about. I could have answered other questions to qualify how and why I choose certain slot machines. But they werent asked.
2182		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer

ID	Q#	Response
	S3	1 - Male
	S4	49
	dAgeBand	4 - 45 to 54
	S5	76210
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines , Sportsbook betting
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines, Sportsbook betting
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
2503		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	75
	dAgeBand	6 - 65+
	S5	78739
	dREGION	3 - South
	S6	None of these
	S7	Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Not asked
	S10	Oklahoma
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P

ID	Q#	Response
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
2593		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	73
	dAgeBand	6 - 65+
	S5	75287
	dREGION	3 - South
	S6	None of these
	S7	None of these
	S8	Visit a casino, Travel outside the county
	S9	Not asked
	S10	Oklahoma
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked



ID	Q#	Response
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
2657		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	61
	dAgeBand	5 - 55 to 64
	S5	71909
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Purchased a car online
	S8	Travel outside the county
	S9	Oklahoma
	S10	Not asked
	S11	Slot or bingo machines
	S11A	Not asked
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Not sure what the survey was trying to do
2706		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	66
	dAgeBand	6 - 65+

ID	Q#	Response
	S5	76543
	dREGION	3 - South
	S6	Education
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	African American/Black
	D2	2 - Married or domestic partnership
	D3	Did not answer
2797		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	83
	dAgeBand	6 - 65+
	S5	78633
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma
	S10	None of these
	S11	Slot or bingo machines
	S11A	Don't know
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked

ID	Q#	Response
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	none
2990		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	86
	dAgeBand	6 - 65+
	S5	76133
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked

ID	Q#	Response
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	i WOULD BE SURPRISED IF ANYONE KNEW MUCH ABOUT THE MANUFACTURER OF A SLOT MACHINE. THEY'RE ALL PRETTY MUCH ALIKE.
3060		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	67
	dAgeBand	6 - 65+
	S5	78681
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Prefer not to answer
	D2	3 - Widowed
	D3	Did not answer
3072		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	58
	dAgeBand	5 - 55 to 64
	S5	76177
	dREGION	3 - South
	S6	Healthcare or pharmaceuticals

ID	Q#	Response
	S7	None of these
	S8	Visit a casino
	S9	Not asked
	S10	Oklahoma
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
3140		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	77
	dAgeBand	6 - 65+
	S5	67235
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked

ID	Q#	Response
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
3154		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	62
	dAgeBand	5 - 55 to 64
	S5	75060
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership

ID	Q#	Response
	D3	no
3392		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	66
	dAgeBand	6 - 65+
	S5	75287
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	None of these
	S9	Oklahoma
	S10	Not asked
	S11	Slot or bingo machines , Other type of gambling
	S11A	Not asked
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
3431		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	79
	dAgeBand	6 - 65+
	S5	74011
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county, Play online poker
	S9	Oklahoma, Nevada

ID	Q#	Response
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
3532		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	59
	dAgeBand	5 - 55 to 64
	S5	75077
	dREGION	3 - South
	S6	None of these
	S7	None of these
	S8	Visit New Orleans, Visit a casino
	S9	Not asked
	S10	Oklahoma
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked



ID	Q#	Response
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
3695		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	67
	dAgeBand	6 - 65+
	S5	75219
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino
	S8	Visit New Orleans, Visit a casino
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines, Sportsbook betting
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	interesting and fun.
3963		
	S0	1 - I have read the above instructions, understand them and will follow them

ID	Q#	Response
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	72
	dAgeBand	6 - 65+
	S5	76262
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino
	S9	Oklahoma, Nevada
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Don't know
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	what was the purpose of this ?
4157		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	67
	dAgeBand	6 - 65+
	S5	74079
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	California
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M

ID	Q#	Response
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
4160		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	71
	dAgeBand	6 - 65+
	S5	76126
	dREGION	3 - South
	S6	None of these
	S7	None of these
	S8	Visit a casino, Travel outside the county
	S9	Not asked
	S10	Oklahoma, Texas
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked

ID	Q#	Response
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	No, easy questions
4353		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	69
	dAgeBand	6 - 65+
	S5	76092
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
4366		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	60
	dAgeBand	5 - 55 to 64

ID	Q#	Response
	S5	76179
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played online poker, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play online poker, Play video games on a PC or console
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
4401		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	68
	dAgeBand	6 - 65+
	S5	77479
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Travelled outside the county
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	None of these
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes

ID	Q#	Response
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	None
4501		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	65
	dAgeBand	6 - 65+
	S5	72926
	dREGION	3 - South
	S6	Government
	S7	Visited New Orleans, Visited a casino, Travelled outside the county, Played video games on a PC or console, Gone hunting
	S8	Ride a horse, Visit a casino, Travel outside the county, Go hunting
	S9	Oklahoma
	S10	None of these
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked

ID	Q#	Response
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	I do not understand the point of whither the machines were made by the same company. It would not make a difference in my decision to play them or not
4590		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	68
	dAgeBand	6 - 65+
	S5	75093
	dREGION	3 - South
	S6	None of these
	S7	None of these
	S8	Visit a casino
	S9	Not asked
	S10	Oklahoma
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
4592		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	62
	dAgeBand	5 - 55 to 64

ID	Q#	Response
	S5	72719
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	None of these
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
4618		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	55
	dAgeBand	5 - 55 to 64
	S5	66609
	dREGION	2 - Midwest
	S6	Government
	S7	Visited a casino, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma, Texas
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked



ID	Q#	Response
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	It was interesting and brief, and I enjoyed it.
4703		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	50
	dAgeBand	4 - 45 to 54
	S5	76006
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma, Texas
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked

ID	Q#	Response
	D1	Caucasian
	D2	1 - Single or divorced
	D3	N/A
4892		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	64
	dAgeBand	5 - 55 to 64
	S5	78216
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Travelled outside the county
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	Oklahoma, Texas, Nevada
	S10	Oklahoma, Texas, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Hispanic
	D2	1 - Single or divorced
	D3	Did not answer
4977		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	51
	dAgeBand	4 - 45 to 54
	S5	74056
	dREGION	3 - South
	S6	Healthcare or pharmaceuticals
	S7	Visited a casino

ID	Q#	Response
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Native American/Native Alaskan
	D2	1 - Single or divorced
	D3	Did not answer
5472		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	71
	dAgeBand	6 - 65+
	S5	67730
	dREGION	2 - Midwest
	S6	None of these
	S7	Ridden a horse
	S8	Ride a horse, Visit a casino
	S9	Not asked
	S10	Oklahoma
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion

ID	Q#	Response
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no feedback
5575		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	32
	dAgeBand	2 -25 to 34
	S5	72712
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	New Jersey, Nevada
	S10	Oklahoma, Texas, California, New Jersey, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	None

ID	Q#	Response
5587		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	70
	dAgeBand	6 - 65+
	S5	73034
	dREGION	3 - South
	S6	Legal
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
5820		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	72
	dAgeBand	6 - 65+
	S5	75074
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma, Nevada
	S11	Slot or bingo machines

ID	Q#	Response
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Just didn't understand the purpose, I've never thought about who makes the slot machines
5831		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	54
	dAgeBand	4 - 45 to 54
	S5	76308
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	None of these
	S9	Oklahoma
	S10	Not asked
	S11	Slot or bingo machines
	S11A	Not asked
	Drotate	02 - M P S T K
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked

ID	Q#	Response
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
5931		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	60
	dAgeBand	5 - 55 to 64
	S5	78626
	dREGION	3 - South
	S6	None of these
	S7	Ridden a horse
	S8	Visit a casino, Travel outside the county
	S9	Not asked
	S10	Oklahoma
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Native American/Native Alaskan
	D2	2 - Married or domestic partnership
	D3	no
5942		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female

ID	Q#	Response
	S4	59
	dAgeBand	5 - 55 to 64
	S5	78745
	dREGION	3 - South
	S6	Healthcare or pharmaceuticals
	S7	Travelled outside the county, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county
	S9	Not asked
	S10	Oklahoma
	S11	Not asked
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	no
6487		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	53
	dAgeBand	4 - 45 to 54
	S5	73120
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Water skied, Travelled outside the county
	S8	Ride a horse, Visit a casino, Water ski, Travel outside the county, Purchase a boat
	S9	Oklahoma, Nevada
	S10	Oklahoma, Texas, Nevada
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes



ID	Q#	Response
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	Did not answer
6721		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	56
	dAgeBand	5 - 55 to 64
	S5	75173
	dREGION	3 - South
	S6	Legal
	S7	Visited New Orleans, Visited a casino
	S8	Visit New Orleans, Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked

ID	Q#	Response
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	How would the average person have any idea what the answers to your questions should be?
6725		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	48
	dAgeBand	4 - 45 to 54
	S5	75063
	dREGION	3 - South
	S6	None of these
	S7	Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Not asked
	S10	Oklahoma, Texas
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	I'm not sure that I was provided enough information to be helpful,
6747		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	64
	dAgeBand	5 - 55 to 64
	S5	75056

ID	Q#	Response
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit a casino
	S9	Oklahoma
	S10	Oklahoma, California, Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
6767		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	65
	dAgeBand	6 - 65+
	S5	75074
	dREGION	3 - South
	S6	None of these
	S7	Travelled outside the county
	S8	Visit a casino
	S9	Not asked
	S10	Oklahoma
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	01 - K M P S T
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked

ID	Q#	Response
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	none at this time
6891		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	23
	dAgeBand	1 -18 to 24
	S5	75104
	dREGION	3 - South
	S6	None of these
	S7	None of these
	S8	Visit New Orleans, Visit a casino
	S9	Not asked
	S10	Oklahoma, Texas
	S11	Not asked
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	African American/Black

ID	Q#	Response
	D2	1 - Single or divorced
	D3	Did not answer
7045		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	31
	dAgeBand	2 -25 to 34
	S5	75082
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit a casino, Travel outside the county, Play video games on a PC or console
	S9	Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Prefer not to answer
	D2	2 - Married or domestic partnership
	D3	Did not answer
7066		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	61
	dAgeBand	5 - 55 to 64
	S5	76179
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino
	S8	Visit New Orleans, Visit a casino

ID	Q#	Response
	S9	Oklahoma, Nevada
	S10	Oklahoma, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	02 - M P S T K
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Just go to casino to have fun. Very interesting survey.
7082		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	57
	dAgeBand	5 - 55 to 64
	S5	76010
	dREGION	3 - South
	S6	Healthcare or pharmaceuticals
	S7	Visited a casino, Travelled outside the county, Gone hunting
	S8	Visit New Orleans, Travel outside the county, Go hunting, Purchase a car online
	S9	Oklahoma
	S10	Not asked
	S11	Slot or bingo machines
	S11A	Not asked
	Drotate	03 - P S T K M
	DOrder	2 - NEGATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked

ID	Q#	Response
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	I think about the programming of the machine, but not who manufactured it.
7127		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	62
	dAgeBand	5 - 55 to 64
	S5	76092
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
7341		

ID	Q#	Response
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	51
	dAgeBand	4 - 45 to 54
	S5	76210
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Oklahoma, Nevada
	S10	Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	1 - Single or divorced
	D3	No
7353		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	54
	dAgeBand	4 - 45 to 54
	S5	79606
	dREGION	3 - South
	S6	None of these
	S7	Visited New Orleans, Visited a casino, Travelled outside the county, Played online poker
	S8	Visit a casino, Travel outside the county, Play online poker
	S9	Oklahoma, Nevada
	S10	Nevada
	S11	Slot or bingo machines
	S11A	Slot or bingo machines



ID	Q#	Response
	Drotate	01 - K M P S T
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
7450		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	2 - Female
	S4	80
	dAgeBand	6 - 65+
	S5	75248
	dREGION	3 - South
	S6	None of these
	S7	Visited a casino, Travelled outside the county, Played video games on a PC or console
	S8	Visit New Orleans, Visit a casino, Travel outside the county
	S9	Oklahoma, Texas
	S10	Oklahoma, Texas, Nevada
	S11	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	S11A	Tables games (such as poker, blackjack and craps), Slot or bingo machines
	Drotate	04 - S T K M P
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion

ID	Q#	Response
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	Did not answer
7517		
	S0	1 - I have read the above instructions, understand them and will follow them
	S1	1 - Desktop or laptop computer
	S3	1 - Male
	S4	64
	dAgeBand	5 - 55 to 64
	S5	67208
	dREGION	2 - Midwest
	S6	None of these
	S7	Visited a casino, Travelled outside the county
	S8	Visit a casino, Travel outside the county
	S9	Nevada
	S10	Oklahoma
	S11	Slot or bingo machines
	S11A	Slot or bingo machines
	Drotate	03 - P S T K M
	DOrder	1 - AFFIRMATIVE FIRST
	S12	1 - Yes
	Q1	3 - No opinion
	Q1a	Not asked
	Q1b	Not asked
	Q1bb	Not asked
	Q1c	Not asked
	Q2	3 - No opinion
	Q2a	Not asked
	Q2b	Not asked
	Q2bb	Not asked
	Q2c	Not asked
	Q3	3 - No opinion
	Q3a	Not asked
	Q3b	Not asked
	Q3bb	Not asked
	Q3c	Not asked
	Q4	Not asked
	D1	Caucasian
	D2	2 - Married or domestic partnership
	D3	No

**Appendix F-1**  
**Key Characteristics of Rotation Groups**

To ensure that responses were not influenced by the order in which the machine stimuli (KMPST) was seen, respondents were randomly selected to view the machine stimuli (KMPST) in the following orders.

	Rotation Groups			
	Saw KMPST	Saw MPSTK	Saw PSTKM	Saw STKMP
<b>Total Respondents</b>	<b>89</b>	<b>87</b>	<b>90</b>	<b>87</b>
Male	48.3%	49.4%	47.8%	46.0%
Female	51.7%	50.6%	52.2%	54.0%
18-24	3.4%	3.4%	3.3%	2.3%
25-34	14.6%	14.9%	14.4%	10.3%
35-44	11.2%	10.3%	13.3%	12.6%
45-54	18.0%	16.1%	15.6%	17.2%
55-64	23.6%	24.1%	24.4%	26.4%
65+	29.2%	31.0%	28.9%	31.0%
North East	0.0%	0.0%	0.0%	0.0%
Midwest	22.5%	9.2%	15.6%	9.2%
South	77.5%	86.2%	82.2%	90.8%
West	0.0%	4.6%	2.2%	0.0%
Caucasian	82.0%	88.5%	84.4%	81.6%
African American/Black	9.0%	4.6%	6.7%	4.6%
Asian or Pacific Islander	3.4%	3.4%	3.3%	3.4%
Native American/Native Alaskan	4.5%	6.9%	2.2%	3.4%
Hispanic	1.1%	3.4%	5.6%	4.6%
Prefer not to answer	2.2%	0.0%	0.0%	2.3%
Married or domestic partnership	68.5%	66.7%	73.3%	70.1%
Single or divorced	27.0%	28.7%	20.0%	26.4%
Widowed	3.4%	4.6%	6.7%	3.4%
Prefer not to answer	1.1%	0.0%	0.0%	0.0%

**Appendix F-2**  
**ID Numbers of Respondents Classified in Figure 1a Under the NET Column**

Record	Q1A	Q2A	Q3A
<b>Group 01 - K&amp;M and No Controls (n=102)</b>			
628	KM	KM	KM
1632	KM	KM	KM
311	KM	KM	No permission needed
1269	KM	KM	No permission needed
2106	KM	KM	No permission needed
2274	KM	KM	No permission needed
2406	KM	KM	No permission needed
2545	KM	KM	No permission needed
5054	KM	KM	No permission needed
5316	KM	KM	No permission needed
6970	KM	KM	No permission needed
7115	KM	KM	No permission needed
7198	KM	KM	No permission needed
301	KM	KM	No opinion
1374	KM	KM	No opinion
1399	KM	KM	No opinion
1414	KM	KM	No opinion
1681	KM	KM	No opinion
2005	KM	KM	No opinion
2129	KM	KM	No opinion
2132	KM	KM	No opinion
2248	KM	KM	No opinion
2351	KM	KM	No opinion
2614	KM	KM	No opinion
2681	KM	KM	No opinion
2902	KM	KM	No opinion
3212	KM	KM	No opinion
3449	KM	KM	No opinion
3772	KM	KM	No opinion
3880	KM	KM	No opinion
4635	KM	KM	No opinion
4726	KM	KM	No opinion
4858	KM	KM	No opinion
5095	KM	KM	No opinion
5335	KM	KM	No opinion
5646	KM	KM	No opinion
5774	KM	KM	No opinion
6292	KM	KM	No opinion
6497	KM	KM	No opinion
6522	KM	KM	No opinion
6695	KM	KM	No opinion
6739	KM	KM	No opinion
6758	KM	KM	No opinion
6813	KM	KM	No opinion
7050	KM	KM	No opinion
7157	KM	KM	No opinion

**Appendix F-2 (continued)**

**ID Numbers of Respondents Classified in Figure 1a Under the NET Column**

<b>Record</b>	<b>Q1A</b>	<b>Q2A</b>	<b>Q3A</b>
7188	KM	KM	No opinion
7324	KM	KM	No opinion
7528	KM	KM	No opinion
7101	KM	Companies not associated	KM
1415	KM	Companies not associated	No permission needed
5542	KM	Companies not associated	No permission needed
5823	KM	Companies not associated	No permission needed
6735	KM	Companies not associated	No permission needed
1725	KM	Companies not associated	No opinion
5377	KM	Companies not associated	No opinion
4839	KM	No opinion	KM
5094	KM	No opinion	KM
3788	KM	No opinion	No permission needed
4647	KM	No opinion	No permission needed
5652	KM	No opinion	No permission needed
6488	KM	No opinion	No permission needed
1688	KM	No opinion	No opinion
1726	KM	No opinion	No opinion
2054	KM	No opinion	No opinion
2528	KM	No opinion	No opinion
3388	KM	No opinion	No opinion
4079	KM	No opinion	No opinion
4279	KM	No opinion	No opinion
4565	KM	No opinion	No opinion
4882	KM	No opinion	No opinion
5112	KM	No opinion	No opinion
5825	KM	No opinion	No opinion
6464	KM	No opinion	No opinion
6474	KM	No opinion	No opinion
6568	KM	No opinion	No opinion
7187	KM	No opinion	No opinion
7370	KM	No opinion	No opinion
1575	Made by different companies	KM	No permission needed
4871	Made by different companies	KM	No permission needed
596	Made by different companies	KM	No opinion
1563	Made by different companies	KM	No opinion
3769	Made by different companies	KM	No opinion
4728	Made by different companies	KM	No opinion
4828	Made by different companies	KM	No opinion
7220	Made by different companies	KM	No opinion
5364	Made by different companies	No opinion	KM
6518	No opinion	KM	No permission needed
6884	No opinion	KM	No permission needed
875	No opinion	KM	No opinion
1358	No opinion	KM	No opinion
3111	No opinion	KM	No opinion
3295	No opinion	KM	No opinion

**Appendix F-2 (continued)**

**ID Numbers of Respondents Classified in Figure 1a Under the NET Column**

Record	Q1A	Q2A	Q3A
3502	No opinion	KM	No opinion
3853	No opinion	KM	No opinion
4300	No opinion	KM	No opinion
5202	No opinion	KM	No opinion
5329	No opinion	KM	No opinion
5456	No opinion	KM	No opinion
6332	No opinion	KM	No opinion
6501	No opinion	KM	No opinion
1876	No opinion	No opinion	KM
<b>Group 02 - K&amp;M and Controls (n=43)</b>			
4819	KM	KM	ST
6656	KM	PS	KM
7012	KM	PS	PT
6714	KM	PS	No opinion
4161	KM	PS	No opinion
7079	KM	PST	No opinion
7255	KM	ST	No permission needed
2024	KM	ST	No permission needed
6378	KM	ST	No permission needed
7106	KM	ST	No opinion
6834	KM	ST	No opinion
2596	KM	ST	No opinion
5834	KM	ST	No opinion
5571	KM	ST	No opinion
6542	KM	Companies not associated	ST
1544	KM	No opinion	ST
5461	KM	No opinion	ST
6425	KM	No opinion	ST
2827	PS	KM	No opinion
3569	PS	KM	No opinion
1410	PS	Companies not associated	KM
6792	ST	KM	No permission needed
5297	ST	KM	No permission needed
4105	ST	KM	No permission needed
1942	ST	KM	No permission needed
7078	ST	KM	No permission needed
6719	ST	KM	No permission needed
1267	ST	KM	No opinion
6547	ST	KM	No opinion
1500	ST	KM	No opinion
6371	ST	ST	KM
6513	ST	ST	KM
6232	ST	No opinion	KM
<b>6248Error! Bookmark not defined.</b>	KM	KM	KMPST

**Appendix F-2 (continued)**

**ID Numbers of Respondents Classified in Figure 1a Under the NET Column**

Record	Q1A	Q2A	Q3A
6594Error! Bookmark not defined.	KM	KMST	No opinion
2567Error! Bookmark not defined.	KMST	KM	No opinion
2816Error! Bookmark not defined.	KMT	KM	ST
3503Error! Bookmark not defined.	KM	KM	MST
1580 <sup>1</sup>	KMS	No opinion	No permission needed
2282 <sup>1</sup>	KMST	KMST	No opinion
2401 <sup>1</sup>	KMST	No opinion	No opinion
6234 <sup>1</sup>	KMST	No opinion	No opinion
6941 <sup>1</sup>	ST	KMST	No opinion
<b>Group 03 - K&amp;M and K&amp;M&amp;Controls (n=17)</b>			
5632	KM	KM	KMST
4078	KM	KMST	No permission needed
6503	KM	KMST	No opinion
1936	KM	KMST	No opinion
6769	KM	KMT	No permission needed
4972	KM	KMT	No permission needed
5320	KM	KMT	No opinion
1939	KM	KMT	No opinion
5622	KM	Companies not associated	KMST
1527	KM	No opinion	KMPST
7398	KM	No opinion	KMST
3189	KMP	KM	No opinion
4954	KMS	KM	No permission needed
766	KMST	KM	No permission needed
2337	KMST	KM	No permission needed
2799	KMST	KM	No permission needed
4234	KM	KMS	ST
<b>Group 04 - K&amp;M and K&amp;Controls (n=2)</b>			
1380	KM	KM	KP
1156	KM	KM	KT
<b>Group 05 - K&amp;M and M&amp;Controls (n=4)</b>			
5941	MT	KM	No opinion
3925	MT	MT	KM
4131	MT	Companies not associated	KM

<sup>1</sup> In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

**Appendix F-2 (continued)**

**ID Numbers of Respondents Classified in Figure 1a Under the NET Column**

Record	Q1A	Q2A	Q3A
4230	MT	ST	KM
<b>Group 06 - K&amp;M&amp;Controls and No Controls (n=28)</b>			
4619	KMPST	KMPST	No permission needed
6887	KMPST	KMPST	No permission needed
7344	KMPST	No opinion	No permission needed
4083	KMPST	No opinion	No opinion
6795	KMPST	No opinion	No opinion
5137	KMS	KMS	KMS
6684	KMS	KMST	No opinion
1044	KMST	KMST	No permission needed
1914	KMST	KMST	No permission needed
2727	KMST	KMST	No permission needed
1657	KMST	KMST	No opinion
2704	KMST	KMST	No opinion
7029	KMST	KMST	No opinion
7535	KMST	KMST	No opinion
1775	KMST	No opinion	No opinion
7577	KMT	KMST	No opinion
3672	KMT	KMT	No opinion
6595	KMT	KMT	No opinion
7492	KMT	KMT	No opinion
6871	KMT	No opinion	No opinion
3986	Made by different companies	KMPST	No permission needed
1363	Made by different companies	KMS	No permission needed
3225	Made by different companies	KMST	No permission needed
5051	Made by different companies	KMST	No permission needed
86	Made by different companies	Companies not associated	KMP
1498	No opinion	KMT	No opinion
3723	No opinion	KMT	No opinion
3680	No opinion	No opinion	KMPST
<b>Group 07 - K&amp;M&amp;Controls and K&amp;Controls (n=7)</b>			
3745	KMST	KPST	No opinion
3982	KP	KMP	No permission needed
6680	KPT	KMP	No opinion
327	KS	KMST	No opinion
3297	KT	Companies not associated	KMST
3857	Made by different companies	KMS	KS
5907	Made by different companies	KPS	KMPS
<b>Group 08 - K&amp;M&amp;Controls and M&amp;Controls (n=11)</b>			
2914	KMS	MST	No opinion
4933	KMST	MT	No permission needed
3873	KMST	No opinion	MT
6325	KMT	MT	No opinion
4428	MST	Companies not associated	KMPS
7305	MT	KMPS	KMST
5819	MT	KMST	KMPST
6712	MT	KMST	No opinion



**Appendix F-2 (continued)**

**ID Numbers of Respondents Classified in Figure 1a Under the NET Column**

Record	Q1A	Q2A	Q3A
2730	MT	KMT	No opinion
4358	MT	KMT	No opinion
2327	Made by different companies	MT	KMST
<b>Group 09 - K&amp;M&amp;Controls and Controls (n=8)</b>			
5933	KMP	ST	No opinion
3658	KMST	KMST	ST
7038	KMST	PS	ST
6429	KMST	ST	PS
6947	KMT	ST	No opinion
1954	PS	KMT	No permission needed
5267	ST	KMST	No permission needed
7163	ST	KMST	No opinion
<b>Group 10 - K&amp;Controls (n=9)</b>			
5629	KP	No opinion	No opinion
7119	KS	KS	No opinion
2190	KT	KT	No permission needed
4808	KT	KT	No permission needed
113	Made by different companies	KP	No opinion
7228	Made by different companies	KST	No opinion
7022	Made by different companies	Companies not associated	KP
3332	No opinion	No opinion	KP
3482	KST	ST	No opinion
<b>Group 11 - M&amp;Controls (n=23)</b>			
7137	MP	No opinion	No opinion
6565	MS	MS	No opinion
5776	MS	Companies not associated	No permission needed
3224	MS	No opinion	No opinion
6511	MS	No opinion	No opinion
6556	MST	No opinion	No opinion
6783	MT	MT	No opinion
6650	MT	Companies not associated	MT
2383	MT	Companies not associated	No permission needed
5197	MT	Companies not associated	No permission needed
2354	MT	No opinion	No permission needed
2977	MT	No opinion	No opinion
5824	MT	No opinion	No opinion
6682	Made by different companies	MP	No opinion
6486	Made by different companies	MS	MP
6484	Made by different companies	MT	No opinion
4235	Made by different companies	Companies not associated	MT
1467	No opinion	MST	No opinion
3947	No opinion	MST	No opinion
2338	No opinion	MT	No opinion
4929	No opinion	MT	No opinion
6520	No opinion	MT	No opinion
2430	ST	MPST	No permission needed
<b>Group 12 - K&amp;Controls and M&amp;Controls (n=3)</b>			

**Appendix F-2 (continued)**

**ID Numbers of Respondents Classified in Figure 1a Under the NET Column**

Record	Q1A	Q2A	Q3A
5835	KP	Companies not associated	MP
2492	KT	MST	No permission needed
4478	MT	KS	No opinion
<b>Group 13 - Controls Only (n=25)</b>			
6833	PS	PS	No opinion
565	PS	ST	No opinion
1994	PS	Companies not associated	No permission needed
1577	ST	ST	No permission needed
5911	ST	ST	No permission needed
6490	ST	ST	No opinion
6403	ST	Companies not associated	No opinion
1964	ST	No opinion	No permission needed
2536	ST	No opinion	No permission needed
2413	ST	No opinion	No opinion
4030	ST	No opinion	No opinion
4637	ST	No opinion	No opinion
5753	ST	No opinion	No opinion
5769	ST	No opinion	No opinion
6607	ST	No opinion	No opinion
7392	ST	No opinion	No opinion
4893	Made by different companies	PST	No permission needed
7557	Made by different companies	PST	No permission needed
1953	Made by different companies	ST	No permission needed
6893	Made by different companies	No opinion	ST
2583	No opinion	ST	No permission needed
2177	No opinion	ST	No opinion
3105	No opinion	ST	No opinion
7486	No opinion	No opinion	ST
618 <sup>2</sup>	Made by different companies	ST	KMPST
<b>Group 14 - Different Companies Only (n=4)</b>			
574	Made by different companies	Companies not associated	No permission needed
4930	Made by different companies	Companies not associated	No permission needed
5940	Made by different companies	Companies not associated	No permission needed
6525	Made by different companies	Companies not associated	No permission needed
<b>Group 15 - Different Companies and No Opinion (n=10)</b>			
6772	Made by different companies	No opinion	No permission needed
1173	Made by different companies	No opinion	No opinion
4504	Made by different companies	No opinion	No opinion
7567	Made by different companies	No opinion	No opinion
1355	No opinion	Companies not associated	No opinion
6862	No opinion	Companies not associated	No opinion
7070	No opinion	Companies not associated	No opinion
6272	No opinion	No opinion	No permission needed

<sup>2</sup> In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

**Appendix F-2 (continued)**

**ID Numbers of Respondents Classified in Figure 1a Under the NET Column**

<b>Record</b>	<b>Q1A</b>	<b>Q2A</b>	<b>Q3A</b>
6466	No opinion	No opinion	No permission needed
6812	No opinion	No opinion	No permission needed
<b>Group 16 - No Opinion Only (n=57)</b>			
947	No opinion	No opinion	No opinion
1345	No opinion	No opinion	No opinion
1349	No opinion	No opinion	No opinion
1680	No opinion	No opinion	No opinion
1711	No opinion	No opinion	No opinion
1743	No opinion	No opinion	No opinion
1864	No opinion	No opinion	No opinion
1951	No opinion	No opinion	No opinion
2182	No opinion	No opinion	No opinion
2503	No opinion	No opinion	No opinion
2593	No opinion	No opinion	No opinion
2657	No opinion	No opinion	No opinion
2706	No opinion	No opinion	No opinion
2797	No opinion	No opinion	No opinion
2990	No opinion	No opinion	No opinion
3060	No opinion	No opinion	No opinion
3072	No opinion	No opinion	No opinion
3140	No opinion	No opinion	No opinion
3154	No opinion	No opinion	No opinion
3392	No opinion	No opinion	No opinion
3431	No opinion	No opinion	No opinion
3532	No opinion	No opinion	No opinion
3695	No opinion	No opinion	No opinion
3963	No opinion	No opinion	No opinion
4157	No opinion	No opinion	No opinion
4160	No opinion	No opinion	No opinion
4353	No opinion	No opinion	No opinion
4366	No opinion	No opinion	No opinion
4401	No opinion	No opinion	No opinion
4501	No opinion	No opinion	No opinion
4590	No opinion	No opinion	No opinion
4592	No opinion	No opinion	No opinion
4618	No opinion	No opinion	No opinion
4703	No opinion	No opinion	No opinion
4892	No opinion	No opinion	No opinion
4977	No opinion	No opinion	No opinion
5472	No opinion	No opinion	No opinion
5575	No opinion	No opinion	No opinion
5587	No opinion	No opinion	No opinion
5820	No opinion	No opinion	No opinion
5831	No opinion	No opinion	No opinion
5931	No opinion	No opinion	No opinion
5942	No opinion	No opinion	No opinion
6487	No opinion	No opinion	No opinion

**Appendix F-2 (continued)**

**ID Numbers of Respondents Classified in Figure 1a Under the NET Column**

<b>Record</b>	<b>Q1A</b>	<b>Q2A</b>	<b>Q3A</b>
6721	No opinion	No opinion	No opinion
6725	No opinion	No opinion	No opinion
6747	No opinion	No opinion	No opinion
6767	No opinion	No opinion	No opinion
6891	No opinion	No opinion	No opinion
7045	No opinion	No opinion	No opinion
7066	No opinion	No opinion	No opinion
7082	No opinion	No opinion	No opinion
7127	No opinion	No opinion	No opinion
7341	No opinion	No opinion	No opinion
7353	No opinion	No opinion	No opinion
7450	No opinion	No opinion	No opinion
7517	No opinion	No opinion	No opinion

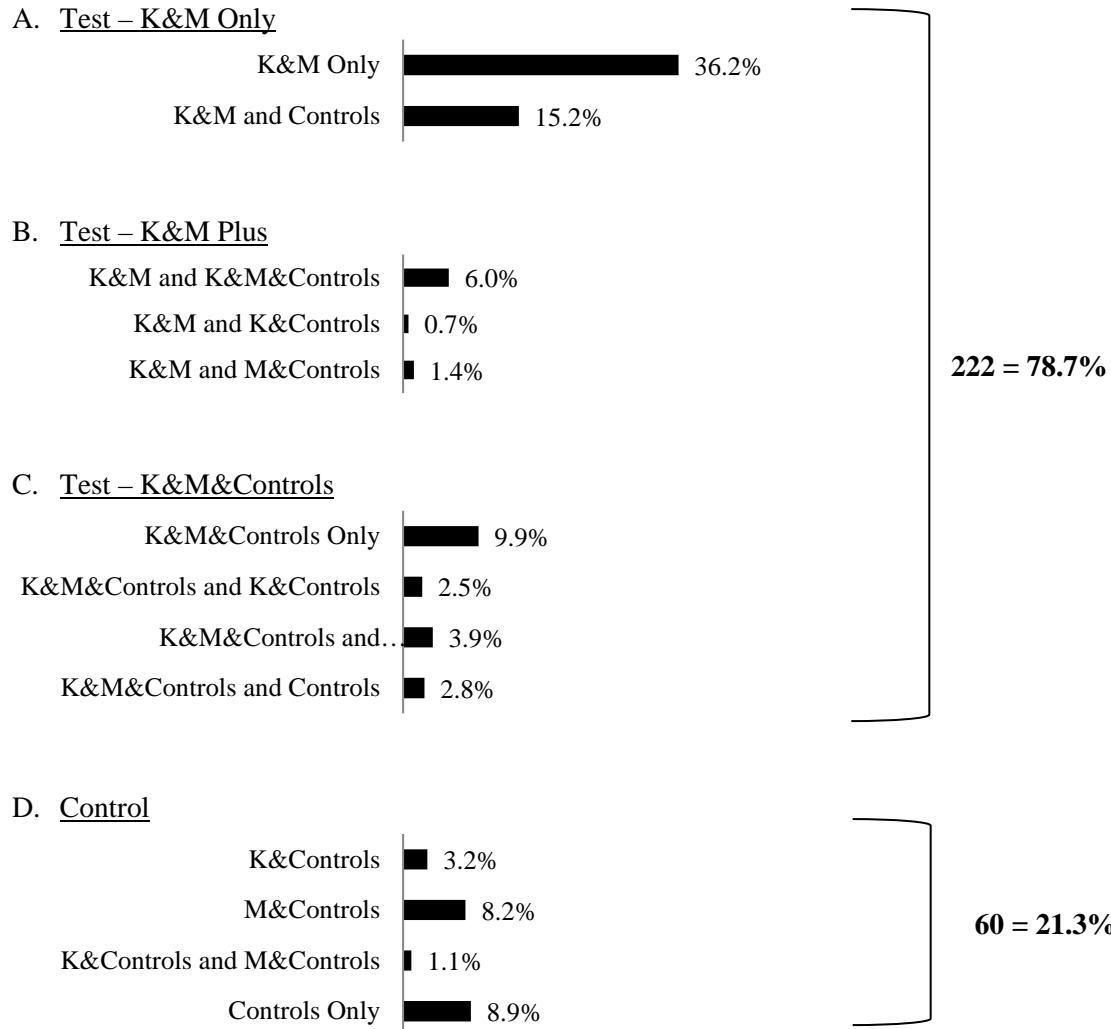
**Appendix F-3a**  
**Levels of Confusion of VGT (K) and CHG (M) Versus Controls**  
**(n=varied)**

<b>Test Stimuli:</b> K (VGT), M (CHG) <b>Control Stimuli:</b> P (Konami), S (Scientific Games), T (IGT)	<b>NET</b> <b>Q1a and Q2a and</b> <b>Q3a</b> <b>(N=282)</b>		<b>Made by same</b> <b>company</b> <b>Q1a</b> <b>(N=225)</b>		<b>Associated or</b> <b>affiliated</b> <b>Q2a</b> <b>(N=199)</b>		<b>Require</b> <b>permission or</b> <b>authorization</b> <b>Q3a</b> <b>(N=54)</b>	
	Count	Percent	Count	Percent	Count	Percent	Count	Percent
<b>Test<sup>^</sup></b>	<b>222</b>	<b>78.7%</b>	<b>187</b>	<b>83.1%</b>	<b>168</b>	<b>84.4%</b>	<b>45</b>	<b>83.3%</b>
<b>K&amp;M Only<sup>^</sup></b>	<b>145</b>	<b>51.4%</b>	<b>121</b>	<b>53.8%</b>	<b>105</b>	<b>52.8%</b>	<b>21</b>	<b>38.9%</b>
K&M <u>and</u> No Controls (pairing only K&M)	102	36.2%	78	34.7%	71	35.7%	7	13.0%
K&M <u>and</u> Controls (pairing K&M <u>and</u> pairing controls with other controls but not with K or M) <sup>^</sup>	43	15.2%	43	19.1%	34	17.1%	14	25.9%
<b>K&amp;M Plus</b>	<b>23</b>	<b>8.2%</b>	<b>23</b>	<b>10.2%</b>	<b>19</b>	<b>9.5%</b>	<b>10</b>	<b>18.5%</b>
K&M <u>and</u> K&M&Controls (pairing K&M and pairing one or more controls with K&M)*	17	6.0%	17	7.6%	14	7.0%	5	9.3%
K&M <u>and</u> K&Controls (pairing K&M <u>and</u> also pairing one or more controls with K)	2	0.7%	2	0.9%	2	1.0%	2	3.7%
K&M <u>and</u> M&Controls (pairing K&M <u>and</u> also pairing one or more controls with M)*	4	1.4%	4	1.8%	3	1.5%	3	5.6%
<b>K&amp;M&amp;Controls</b>	<b>54</b>	<b>19.1%</b>	<b>43</b>	<b>19.1%</b>	<b>44</b>	<b>22.1%</b>	<b>14</b>	<b>25.9%</b>
K&M&Controls <u>and</u> No Controls (pairing only K&M&Controls)	28	9.9%	20	8.9%	21	10.6%	3	5.6%
K&M&Controls <u>and</u> K&Controls (pairing K&M&Controls <u>and</u> also pairing one or more controls with K)	7	2.5%	5	2.2%	6	3.0%	3	5.6%
K&M&Controls <u>and</u> M&Controls (pairing K&M&Controls <u>and</u> also pairing one or more controls with M)	11	3.9%	10	4.4%	9	4.5%	5	9.3%
K&M&Controls <u>and</u> Controls (pairing K&M&Controls <u>and</u> pairing controls with other controls but not with K or M)	8	2.8%	8	3.6%	8	4.0%	3	5.6%
<b>Control<sup>^</sup></b>	<b>60</b>	<b>21.3%</b>	<b>38</b>	<b>16.9%</b>	<b>31</b>	<b>15.6%</b>	<b>9</b>	<b>16.7%</b>
<b>K or M with Control(s)</b>	<b>35</b>	<b>12.4%</b>	<b>22</b>	<b>9.8%</b>	<b>19</b>	<b>9.5%</b>	<b>6</b>	<b>11.1%</b>
K&Controls*	9	3.2%	5	2.2%	6	3.0%	2	3.7%
M&Controls*	23	8.2%	14	6.2%	11	5.5%	3	5.6%
K&Controls and M&Controls	3	1.1%	3	1.3%	2	1.0%	1	1.9%
<b>Controls Only<sup>^</sup></b>	<b>25</b>	<b>8.9%</b>	<b>16</b>	<b>7.1%</b>	<b>12</b>	<b>6.0%</b>	<b>3</b>	<b>5.6%</b>

\*Note: May include P/S/T EGM.

***Note: All differences between the test and control stimuli are statistically significant at the 95% level or higher.***

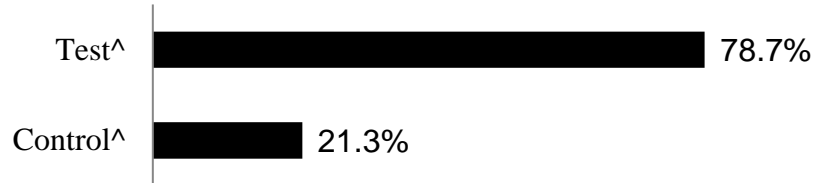
**Appendix F-3b**  
**Levels of Confusion of VGT (K) and CHG (M) Versus Controls**  
**(Graphic Summary No. 1)**  
**(n=282)**



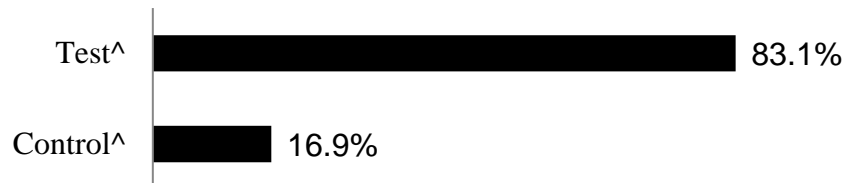
*Note: All differences between the test and control stimuli are statistically significant at the 95% level or higher.*

**Appendix F-3c**  
**Levels of Confusion of VGT (K) and CHG (M) Versus Controls**  
**(Graphic Summary No. 2)**  
**(n=varied)**

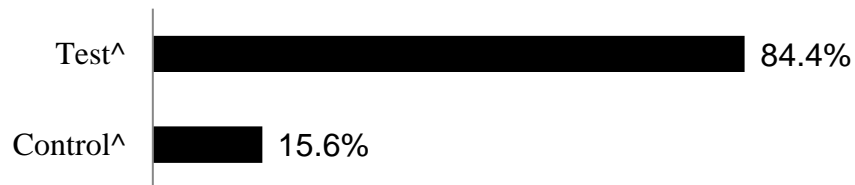
A. Overall (n=282)



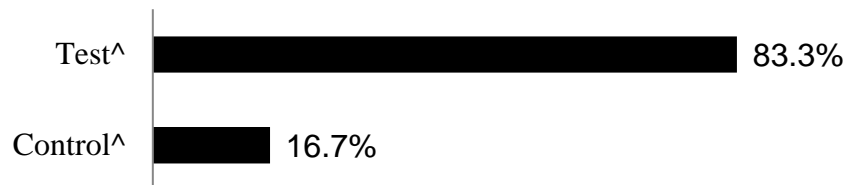
B. Q1a Made by the Same Company (n=225)



C. Q2a Associated or Affiliated (n=199)



D. Q3a Require Permission or Authorization (n=54)



^In classifying the respondents, we relied on all of their responses to both the three baseline questions and the follow up 'why' questions.

***Note: All differences between the test and control stimuli are statistically significant at the 95% level or higher.***

**Appendix F-4**  
**Reasons for Perceived Similarities Between VGT (K) and CHG (M)**

**I. Test Respondents (n=145)**

**A. K&M Only<sup>1</sup> Respondents Who Identified the Manufacturer by Name<sup>2</sup> (n=4)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
2005	KM	KM	N.O.	“Q1b. made by vgt” “Q1bb. that is who manufactures these games” “Q2b. made by same manufacturer” “Q2bb. made by same company”	N/A
2614	KM	KM	N.O.	“Q1b. VGT” “Q1bb. Company that make them” “Q2b. VGT” “Q2bb. NA”	N/A

<sup>1</sup> Includes (a) K&M and No Controls (those who paired only K&M) and (b) K&M and Controls (those who paired K&M and paired controls with other controls -- but not with K or M).

<sup>2</sup> I treat these respondents as test subjects because their recognition of VGT as the likely manufacturer indicates that they recognized the VGT trademarks and/or trade dress.

<sup>3</sup> We assigned codes to each response, where applicable, following the process outlined in the analysis section of the report. We use these codes solely for the responses that include K and/or M, not for any responses that include controls only.



**A. K&M Only<sup>1</sup> Respondents Who Identified the Manufacturer by Name<sup>1</sup> (n=4)  
(continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
3503 <sup>4</sup>	KM	KM	MST	<p>“Q1b. LOOK THE SAME VGT MACHINES”</p> <p>“Q1bb. VGT SLOT MACHINES”</p> <p>“Q2b. Both machines are dollar machines and they are VGT machines”</p> <p>“Q2bb. both cost dollar to spin and the are VGT gaming machines”</p> <p>“Q3b. S is a sg gaming machine T is a vgt gaming machine M is a vgt machne”</p> <p>“Q3bb. the different types of games are serviced by different gaming comapanies and have different way of gaming”</p>	N/A
6739	KM	KM	N.O.	<p>“Q1b. They are VGT games”</p> <p>“Q1bb. They are made by the company VGT”</p> <p>“Q2b. Made by VGT”</p> <p>“Q2bb. Made by the same company”</p>	N/A

<sup>4</sup> Although respondent paired M with S&T in Q3a, respondent’s verbatim responses suggest that he or she meant that each of these machines must be authorized by their respective manufacturers, namely VGT, Scientific Games, and IGT.

**B. K&M Only<sup>1</sup> Respondents Who Identified a Combination of Three or More Trade Dress Elements, with at least One Element from the Macro Group and One Element from the Micro Group (n=36)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
628	KM	KM	KM	<p>“Q1b. Similar design and structure”</p> <p>“Q1bb. They look alike, just different colors”</p> <p>“Q1c. Configurations of the buttons”</p> <p>“Q2b. Same components”</p> <p>“Q2bb. Made the same way”</p> <p>“Q2c. Look alike”</p> <p>“Q3b. Because they look so alike”</p> <p>“Q3bb. They are copies of one another”</p>	design (implying design of machine); shape (including structure, frame, construction, and/or rounded top); hardware (including buttons, controls, bill acceptor, and/or ticket printer)
875	N.O.	KM	N.O.	<p>“Q2b. Similar looks to both machines. Curved at the top. Format is the same from top to bottom (except the Instant Free Pay). Each rectangular area is the same size with different information.”</p> <p>“Q2bb. Looking at the machines...left to right. The wording is different in each machine's rectangular areas but the size going across from the machine on the left to the one on the right are equal areas.”</p> <p>“Q2c. They both use the word Money.”</p>	shape (including structure, frame, construction, and/or rounded top); layout (including size and/or shape of sections); theme (including concept, colors, font, and/or words to evoke idea of wealth)
1358	N.O.	KM	N.O.	<p>“Q2b. Size and shape”</p> <p>“Q2bb. displays are the same size and overall outline is the sane”</p>	dimensions (including size, height, and/or width); shape (including structure, frame, construction, and/or rounded top); layout (including size and/or shape of sections)
1414	KM	KM	N.O.	<p>“Q1b. same amount of buttons size and over all look of the machine”</p> <p>“Q1bb. the buttons look the same</p>	hardware (including buttons, controls, bill acceptor, and/or ticket printer); dimensions (including size, height, and/or width); appearance (including

**B. K&M Only<sup>1</sup> Respondents Who Identified a Combination of Three or More Trade Dress Elements, with at least One Element from the Macro Group and One Element from the Micro Group (n=36) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				and the machines are the same size”  “Q2b. Same set up”  “Q2bb. they look the same other then colors”	look, feel, and/or style); layout (including size and/or shape of sections)
1563	D.C.	KM	N.O.	“Q2b. Same type of game and machine”  “Q2bb. Money theme and shape of machine”  “Q2c. Exactly the same machine only other theme”	theme (including concept, colors, font, and/or words to evoke idea of wealth); shape (including structure, frame, construction, and/or rounded top); only differences being graphics (including artwork and/or name) and/or topper
1681	KM	KM	N.O.	“Q1b. They very similar in size and shape”  “Q1bb. same height and shape, circular at top of machine”  “Q1c. buttons are the same and each level is the same size”  “Q2b. same size and shape”  “Q2bb. same height, same levels, same buttons”	dimensions (including size, height, and/or width); shape (including structure, frame, construction, and/or rounded top); hardware (including buttons, controls, bill acceptor, and/or ticket printer); layout (including size and/or shape of sections)
1726	KM	N.O.	N.O.	“Q1b. Same shape, very little difference in them.”  “Q1bb. Both are about the same height. They're both rounded at the top. Keyboard area lines up pretty close, and below the keyboard area, the shape is similar, and looks kind of like an attachment...like a square/rectangular piece is attached to the front.”  “Q1c. The top shows possible winnings, next section looks similar, but I can't make out what's there. Then both have 3 items that spin to match when you play. And the bottom on both has the name of the game.”	shape (including structure, frame, construction, and/or rounded top); layout (including size and/or shape of sections); placement/display of character, logo, name, graphics, and/or payable; reels

**B. K&M Only<sup>1</sup> Respondents Who Identified a Combination of Three or More Trade Dress Elements, with at least One Element from the Macro Group and One Element from the Micro Group (n=36) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
2129	KM	KM	N.O.	<p>“Q1b. The tops are both rounded; the space in between the top and where it spins are the same. Where the logo is on the bottom is the same. The spinners look very similar.”</p> <p>“Q1bb. I don't know, I can't be much more specific than that.”</p> <p>“Q2b. I've already explained this.”</p> <p>“Q2bb. Like I said, I've already explained this.”</p>	shape (including structure, frame, construction, and/or rounded top); layout (including size and/or shape of sections); placement/display of character, logo, name, graphics, and/or payable; reels
2132	KM	KM	N.O.	<p>“Q1b. Same shape, same features, just different branding.”</p> <p>“Q1bb. Logo on bottom of the machine is the same size and shape. Rounded top is the same shape.”</p> <p>“Q1c. Looks like 3 or 9 line payout, plus the reward chart at the top looks the same.”</p> <p>“Q2b. Same shape, same size, same features.”</p> <p>“Q2bb. As I said, the logos on the bottom of the machine are in the same location, same size, as is the reward chart at the top.”</p>	shape (including structure, frame, construction, and/or rounded top); dimensions (including size, height, and/or width); placement/display of character, logo, name, graphics, and/or payable; payable
2248	KM	KM	N.O.	<p>“Q1b. similar build”</p> <p>“Q1bb. they are made very similar in shape and size. they look like the same machine except for the game on it.”</p> <p>“Q2b. k and m are similar in the way they are built. size and make.”</p> <p>“Q2bb. they are the same shape. minor differences.”</p>	shape (including structure, frame, construction, and/or rounded top); only differences being graphics (including artwork and/or name) and/or topper
2406	KM	KM	D.C.	<p>“Q1b. They have similar looks and their names are also similar.”</p>	appearance (including look, feel, and/or style); reels; shape

**B. K&M Only<sup>1</sup> Respondents Who Identified a Combination of Three or More Trade Dress Elements, with at least One Element from the Macro Group and One Element from the Micro Group (n=36) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				<p>“Q1bb. The rolling indicators look the same, the basic shapes of the machines are the same, one is called Mr. Money Bags and the other is named Mr. Money.”</p> <p>“Q1c. The buttons are almost exactly alike, and the money-in and payout slots are alike.”</p> <p>“Q2b. They look very similar and have very similar names.”</p> <p>“Q2bb. Their rolling indicators are almost the same, the shape of the machines is the same except that one has a sign on top and the other one doesn't. Also, their buttons and slots are nearly alike.”</p> <p>“Q2c. No, and I just noticed that M is named New Money, not Mr. Money. I first thought their names were more similar than they are. Sorry I didn't see that sooner.”</p>	(including structure, frame, construction, and/or rounded top); hardware (including buttons, controls, bill acceptor, and/or ticket printer)
2528	KM	N.O.	N.O.	<p>“Q1b. The similar shape as well as the placement of the screen and graphics.”</p> <p>“Q1bb. The machines are made with the same physical shape. They both have 4 sections of signage or display windows in the same position.”</p> <p>“Q1c. Both are \$1 per bet machines.”</p>	shape (including structure, frame, construction, and/or rounded top); placement/display of character, logo, name, graphics, and/or payable; layout (including size and/or shape of sections)
2816 <sup>5</sup>	KMT	KM	ST	<p>“Q1b. The shape. The company uses the same basic machine then varies it.”</p> <p>“Q1bb. They are the same machine with details changed.”</p>	shape (including structure, frame, construction, and/or rounded top); hardware (including buttons, controls, bill acceptor, and/or ticket printer); type (including bingo and/or gameplay); only

<sup>5</sup> Although respondent paired K&M with T in Q1a, respondent's verbatim responses suggest that he or she changed his or her mind upon further reflection.

**B. K&M Only<sup>1</sup> Respondents Who Identified a Combination of Three or More Trade Dress Elements, with at least One Element from the Macro Group and One Element from the Micro Group (n=36) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				<p>“Q1c. Looking at it now, T may be made by a different company.”</p> <p>“Q2b. The basic machine is the same, shape and details. The controls and the way the machine is played.”</p> <p>“Q2bb. It is the same machine with decorations and other minor details changed.”</p> <p>“Q3b. They both feature the word GOLD prominently, one company could say the other is copying their game.”</p> <p>“Q3bb. The games seem similar, although the design of the machine seem different.”</p>	differences being graphics (including artwork and/or name) and/or topper
2902	KM	KM	N.O.	<p>“Q1b. Design”</p> <p>“Q1bb. Shape”</p> <p>“Q1c. Layout”</p> <p>“Q2b. Design &amp; layout”</p> <p>“Q2bb. Shape”</p>	design (implying design of machine); layout (including size and/or shape of sections); shape (including structure, frame, construction, and/or rounded top)
3502	N.O.	KM	N.O.	<p>“Q2b. shape and panels”</p> <p>“Q2bb. exterior shape of the machine and same size interior panels”</p> <p>“Q2c. lights on top are similar. card openings are similar.”</p>	shape (including structure, frame, construction, and/or rounded top); layout (including size and/or shape of sections); light on top of the machine
3772	KM	KM	N.O.	<p>“Q1b. size and shape name at the bottom”</p> <p>“Q1bb. both have a rectangular shape with name of game”</p> <p>“Q1c. arched at top with game information”</p> <p>“Q2b. look almost identical except for name of game.”</p>	dimensions (including size, height, and/or width); shape (including structure, frame, construction, and/or rounded top); placement/display of character, logo, name, graphics, and/or payable

**B. K&M Only<sup>1</sup> Respondents Who Identified a Combination of Three or More Trade Dress Elements, with at least One Element from the Macro Group and One Element from the Micro Group (n=36) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				"Q2bb. same in except signage is different"	
3880	KM	KM	N.O.	<p>"Q1b. The design is the same size. Game looks like it has the same concept."</p> <p>"Q1bb. The same shape and height."</p> <p>"Q1c. It has the same amount of buttons."</p> <p>"Q2b. same size and shapes. same amont of buttons"</p> <p>"Q2bb. concept is basically the same"</p>	<p>dimensions (including size, height, and/or width); shape (including structure, frame, construction, and/or rounded top); theme (including concept, colors, font, and/or words to evoke idea of wealth); hardware (including buttons, controls, bill acceptor, and/or ticket printer)</p>
4105	ST	KM	D.C.	<p>"Q1b. the front of each has the same essential mold for the player to rest their arm, both entrail similar 3 slot rolling display"</p> <p>"Q1bb. looking at the front they both have a table top that has the same design. Each is a straight back edge with the front is a cut away from left to right as if they were cut from the same templet. The numbers or pictures that must line up in a row are similiar if not exactly the same with the exception of color and characters."</p> <p>"Q2b. with the exception of graphics and the topper on M, they are exactly the same machine"</p> <p>"Q2bb. There is a extra piece that sticks up from the top of M that is not on K. The color scheme, the finish (black on one and chrome on the other) are too similar. The name, the game are different variations, but again the standard 3 slots that roll are the same."</p>	<p>only differences being graphics (including artwork and/or name) and/or topper; theme (including concept, colors, font, and/or words to evoke idea of wealth); reels; hardware (including buttons, controls, bill acceptor, and/or ticket printer)</p>

**B. K&M Only<sup>1</sup> Respondents Who Identified a Combination of Three or More Trade Dress Elements, with at least One Element from the Macro Group and One Element from the Micro Group (n=36) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				"Q2c. buttons to play or bet are similarly laid out just different sizes and mold."	
4300	N.O.	KM	N.O.	<p>"Q2b. They look similar in size and make up. They are both \$1 machines."</p> <p>"Q2bb. Well, I think that speaks for itself, but both machines are the same size and similar construction (rounded top) with the 3 rows of gaming."</p> <p>"Q2c. The tops are similar and the pictures are both at the bottom."</p>	<p>dimensions (including size, height, and/or width); shape (including structure, frame, construction, and/or rounded top); layout (including size and/or shape of sections); reels; placement/display of character, logo, name, graphics, and/or payable</p>
4565	KM	N.O.	N.O.	<p>"Q1b. Same body style and graphics are displayed in a similar fashion."</p> <p>"Q1bb. Shape of the machines and pictures/images that are on the outside/body of them."</p>	<p>appearance (including look, feel, and/or style); shape (including structure, frame, construction, and/or rounded top); placement/display of character, logo, name, graphics, and/or payable</p>
4728	D.C.	KM	N.O.	<p>"Q2b. Style is the same and they both have Money in the name of the game."</p> <p>"Q2bb. Machine appears to be the same shape and Money is in the name of each game."</p> <p>"Q2c. Both cost \$1.00 to play"</p>	<p>appearance (including look, feel, and/or style); shape (including structure, frame, construction, and/or rounded top); theme (including concept, colors, font, and/or words to evoke idea of wealth)</p>
4858	KM	KM	N.O.	<p>"Q1b. Same style on top (the curve appears to be identical), the height and width appear to be identical too."</p> <p>"Q1bb. They appear to be the same construction, just different fronts."</p> <p>"Q2b. Same over style, except for the top. Same height, width and arched top."</p> <p>"Q2bb. They look like the same frame, just different fronts."</p>	<p>shape (including structure, frame, construction, and/or rounded top); dimensions (including size, height, and/or width); only differences being graphics (including artwork and/or name) and/or topper; appearance (including look, feel, and/or style)</p>
5329	N.O.	KM	N.O.	"Q2b. They are very similar in shape and display"	<p>shape (including structure, frame, construction, and/or rounded top);</p>



**B. K&M Only<sup>1</sup> Respondents Who Identified a Combination of Three or More Trade Dress Elements, with at least One Element from the Macro Group and One Element from the Micro Group (n=36) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				"Q2bb. They look like the same machine just with different decals"	appearance (including look, feel, and/or style); only differences being graphics (including artwork and/or name) and/or topper
5456	N.O.	KM	N.O.	"Q2b. Layout & colors" "Q2bb. design of machine & the color of the machines"	layout (including size and/or shape of sections); design (implying design of machine); theme (including concept, colors, font, and/or words to evoke idea of wealth)
5571	KM	ST	N.O.	"Q1b. Shape, screens, wheels" "Q1bb. Shape of the machines and components, Similar screens and wheels." "Q2b. Shape of the machines and components. Screens and wheels are similar." "Q2bb. Shape of the machines and components. Screens and wheels are similar."	shape (including structure, frame, construction, and/or rounded top); layout (including size and/or shape of sections); reels
6292	KM	KM	N.O.	"Q1b. same shape and layout...just different graphics" "Q1bb. they look the same but game name is different" "Q1c. oh...the free play at the top" "Q2b. very simliar" "Q2bb. look alike"	shape (including structure, frame, construction, and/or rounded top); layout (including size and/or shape of sections); only differences being graphics (including artwork and/or name) and/or topper; appearance (including look, feel, and/or style)
6425	KM	N.O.	ST	"Q1b. the design and colors" "Q1bb. the machines are idicical in purple and green with dollar signs. The design are the same slots in the same places" "Q1c. They both have the word money" "Q3b. Colors. Red and gold. Set up and the game is baically the same. The name Gold"	design (implying design of machine); theme (including concept, colors, font, and/or words to evoke idea of wealth); layout (including size and/or shape of sections)

**B. K&M Only<sup>1</sup> Respondents Who Identified a Combination of Three or More Trade Dress Elements, with at least One Element from the Macro Group and One Element from the Micro Group (n=36) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				“Q3bb. The name Gold”	
6497	KM	KM	N.O.	“Q1b. Style, shape and that the bottom panel also has the game info” “Q1bb. Just what I said” “Q2b. Same shape and layout” “Q2bb. same shape and layout”	appearance (including look, feel, and/or style); shape (including structure, frame, construction, and/or rounded top); placement/display of character, logo, name, graphics, and/or payable; layout (including size and/or shape of sections)
6518	N.O.	KM	D.C.	“Q2b. They have the similar colors. The shape of the machines are similar. The moving parts seem similar. The rounded top also looks similar. The machine visuals are similarly spaced in four areas.” “Q2bb. I'm not sure I can get more specific.”	theme (including concept, colors, font, and/or words to evoke idea of wealth); shape (including structure, frame, construction, and/or rounded top); reels; layout (including size and/or shape of sections)
6594 <sup>6</sup>	KM	KMST	N.O.	“Q1b. shape, appearance” “Q1bb. they are the same size and shape and the screens look similar” “Q1c. colors match” “Q2b. M&K look alike and S&T look alike” “Q2bb. They look very similar to each other”	shape (including structure, frame, construction, and/or rounded top); appearance (including look, feel, and/or style); dimensions (including size, height, and/or width); theme (including concept, colors, font, and/or words to evoke idea of wealth)
7050	KM	KM	N.O.	“Q1b. Same shape and template sizes - just looks like different graphics except extra screen at top” “Q1bb. Looks like the same hardware” “Q2b. Looks like the same hardware so probably same manufacturer”	shape (including structure, frame, construction, and/or rounded top); layout (including size and/or shape of sections); only differences being graphics (including artwork and/or name) and/or topper; hardware (including buttons, controls, bill acceptor, and/or ticket printer)

<sup>6</sup> Although respondent paired K&M with S&T in Q2a, respondent's verbatim responses suggest that he or she believed that K&M are made by companies that are associated or affiliated with each other and that S&T are made by companies that are associated or affiliated with each other.

**B. K&M Only<sup>1</sup> Respondents Who Identified a Combination of Three or More Trade Dress Elements, with at least One Element from the Macro Group and One Element from the Micro Group (n=36) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				"Q2bb. Probably the same machine except for graphics"	
7101	KM	D.C.	KM	<p>"Q1b. The design is almost identical"</p> <p>"Q1bb. The machine looks the same, the buttons, just different labels"</p> <p>"Q3b. Because they are identical"</p> <p>"Q3bb. They look the same"</p>	design (implying design of machine); hardware (including buttons, controls, bill acceptor, and/or ticket printer); only differences being graphics (including artwork and/or name) and/or topper; appearance (including look, feel, and/or style)
7106	KM	ST	N.O.	<p>"Q1b. Machines have a similar look"</p> <p>"Q1bb. Same general structure"</p> <p>"Q1c. Both have bingo game, both are dollar machines, both have someone (baby and man) surrounded by money"</p> <p>"Q2b. On second thought I do not believe they are made by the same company."</p> <p>"Q2bb. Exactly what I said. I tried to go back to change my answer but the program will not allow it."</p>	appearance (including look, feel, and/or style); shape (including structure, frame, construction, and/or rounded top); type (including bingo and/or gameplay); theme (including concept, colors, font, and/or words to evoke idea of wealth)
7187	KM	N.O.	N.O.	<p>"Q1b. Same shape and size, same configuration. All aspects look the same"</p> <p>"Q1bb. Identical."</p>	shape (including structure, frame, construction, and/or rounded top); dimensions (including size, height, and/or width); layout (including size and/or shape of sections); appearance (including look, feel, and/or style)
7188	KM	KM	N.O.	<p>"Q1b. Similar appearance, layout of machine"</p> <p>"Q1bb. They look the same other than the names of the machines"</p> <p>"Q2b. same layout"</p> <p>"Q2bb. look very similar other than name"</p>	appearance (including look, feel, and/or style); layout (including size and/or shape of sections); only differences being graphics (including artwork and/or name) and/or topper

**B. K&M Only<sup>1</sup> Respondents Who Identified a Combination of Three or More Trade Dress Elements, with at least One Element from the Macro Group and One Element from the Micro Group (n=36) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
7220	D.C.	KM	N.O.	<p>“Q2b. Shape, dials, console, ticket dispenser location.”</p> <p>“Q2bb. They all look similar”</p>	<p>shape (including structure, frame, construction, and/or rounded top); reels; hardware (including buttons, controls, bill acceptor, and/or ticket printer)</p>

**C. K&M Only<sup>1</sup> Respondents Who Identified One or More Trademark Elements (n=6)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
1876	N.O.	N.O.	KM	<p>“Q3b. similarities in the characters on the screens, and premise of thee games”</p> <p>“Q3bb. The characters (the cartoon looking man) are similar in nature, and game looks the same”</p>	character (including references to Mr. Money Bags, the New Money baby, and/or their hats); theme (including concept, colors, font, and/or words to evoke idea of wealth)
5202	N.O.	KM	N.O.	<p>“Q2b. The pictures and names of the machines.”</p> <p>“Q2bb. The reference to money or money bags and the pictures of the men”</p>	graphics (including artwork and/or design <i>on</i> machine); name; character (including references to Mr. Money Bags, the New Money baby, and/or their hats)
5542	KM	D.C.	D.C.	<p>“Q1b. The man looks similar”</p> <p>“Q1bb. They look alike”</p> <p>“Q1c. They both have money bags and have the word money on them”</p>	character (including references to Mr. Money Bags, the New Money baby, and/or their hats); theme (including concept, colors, font, and/or words to evoke idea of wealth); graphics (including artwork and/or design <i>on</i> machine)
5834	KM	ST	N.O.	<p>“Q1b. They have similar color schemes”</p> <p>“Q1bb. each machine has similar colors”</p> <p>“Q1c. Graphics are similar”</p> <p>“Q2b. similar graphics”</p> <p>“Q2bb. The colors and images on the machines are similar”</p>	theme (including concept, colors, font, and/or words to evoke idea of wealth); graphics (including artwork and/or design <i>on</i> machine)
6371	ST	ST	KM	<p>“Q1b. it has the same name and shape”</p> <p>“Q1bb. My game has the same shape and name”</p> <p>“Q1c. Gold”</p> <p>“Q2b. gold name”</p> <p>“Q2bb. the same name”</p> <p>“Q3b. free play”</p> <p>“Q3bb. the name and selections”</p>	name of the game (but not just words evoking idea of wealth)

**C. K&M Only<sup>1</sup> Respondents Who Identified One or More Trademark Elements (n=6) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
6813	KM	KM	N.O.	<p>“Q1b. His presentation”</p> <p>“Q1bb. they have a similar logo”</p> <p>“Q2b. they have a similar presentation”</p> <p>“Q2bb. They have the same propaganda”</p>	logo (implying a combination of the name of the game with the character and/or graphics)

**D. K&M Only<sup>1</sup> Respondents Who Identified a Combination of Trade Dress and Trademark Elements (n=29)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
596	D.C.	KM	N.O.	<p>“Q2b. Elements of the money character feel similar to me, as well as some overall design features.”</p> <p>“Q2bb. The hats on the characters feel like a shared element, and the overall body shape, particularly the top half of the machine, feels familiar.”</p>	<p>character (including references to Mr. Money Bags, the New Money baby, and/or their hats); design (implying design <i>of</i> machine); shape (including structure, frame, construction, and/or rounded top)</p>
1267	ST	KM	N.O.	<p>“Q1b. Similar reel play look”</p> <p>“Q1bb. Triple reel, 7's key in payout.”</p> <p>“Q2b. Similar cartoon looks, \$1 play, single line pay. layout very similar.”</p> <p>“Q2bb. Graphics are almost identical.”</p>	<p>graphics (including artwork and/or design <i>on</i> machine); layout (including size and/or shape of sections)</p>
1399	KM	KM	N.O.	<p>“Q1b. The style of the machines and the same theme”</p> <p>“Q1bb. The way they are design and the concept is the same.”</p> <p>“Q1c. Graphics”</p> <p>“Q2b. They used the same little man on the machines”</p> <p>“Q2bb. The money man and the bag man is the same”</p> <p>“Q2c. The cost to play”</p>	<p>appearance (including look, feel, and/or style); design (implying design <i>of</i> machine); theme (including concept, colors, font, and/or words to evoke idea of wealth); graphics (including artwork and/or design <i>on</i> machine); character (including references to Mr. Money Bags, the New Money baby, and/or their hats)</p>
1415	KM	D.C.	D.C.	<p>“Q1b. Similar design and graphics.”</p> <p>“Q1bb. They look very alike and have almost the same concept.”</p> <p>“Q1c. How you play is the same.”</p>	<p>design (implying design <i>of</i> machine); graphics (including artwork and/or design <i>on</i> machine); theme (including concept, colors, font, and/or words to evoke idea of wealth); type (including bingo and/or gameplay)</p>
1632	KM	KM	KM	<p>“Q1b. similar styling”</p> <p>“Q1bb. Shape and placement of things look similar”</p> <p>“Q1c. identical shape and size”</p>	<p>appearance (including look, feel, and/or style); shape (including structure, frame, construction, and/or rounded top); layout (including size and/or shape of sections); dimensions (including size, height, and/or width);</p>

**D. K&M Only<sup>1</sup> Respondents Who Identified a Combination of Trade Dress and Trademark Elements (n=29) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				<p>“Q2b. they are so much alike”</p> <p>“Q2bb. shape, size, graphics almost identical in different colors”</p> <p>“Q3b. if they are not made by the same company, they are too identical almost copies”</p> <p>“Q3bb. they are so much alike, if different companies one definitely copied the other”</p>	graphics (including artwork and/or design <i>on</i> machine)
2054	KM	N.O.	N.O.	<p>“Q1b. design, graphics, dollar amount”</p> <p>“Q1bb. The design is the same, the graphics are the same and the dollar amount is the same”</p>	design (implying design <i>of</i> machine); graphics (including artwork and/or design <i>on</i> machine)
2106	KM	KM	D.C.	<p>“Q1b. Rounded top. The inner and outer trim of the machines.”</p> <p>“Q1bb. Top of the machines have the same type curve. Same color scheme black and chrome.”</p> <p>“Q1c. Top graphics look alike .”</p> <p>“Q2b. Graphics, color scheme and shape of machines”</p> <p>“Q2bb. Graphics are the labeling on the machine Color scheme is the black and gold trim Size and shape are identical”</p>	shape (including structure, frame, construction, and/or rounded top); graphics (including artwork and/or design <i>on</i> machine); dimensions (including size, height, and/or width)
3111	N.O.	KM	N.O.	<p>“Q2b. The shape of the machine, the theme of the games”</p> <p>“Q2bb. The shape is the same. They also have a similar theme”</p> <p>“Q2c. the characters”</p>	shape (including structure, frame, construction, and/or rounded top); theme (including concept, colors, font, and/or words to evoke idea of wealth); character (including references to Mr. Money Bags, the New Money baby, and/or their hats)
3212	KM	KM	N.O.	<p>“Q1b. Similar graphics in the wheel windows”</p> <p>“Q1bb. The graphics look similar to each other in both machines. Possibly the same designer.”</p> <p>“Q1c. Yes, the overall shape and</p>	graphics (including artwork and/or design <i>on</i> machine); shape (including structure, frame, construction, and/or rounded top); layout (including size and/or shape of sections); theme (including concept, colors, font,



**D. K&M Only<sup>1</sup> Respondents Who Identified a Combination of Trade Dress and Trademark Elements (n=29) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				layout of the machines.”  “Q2b. Again, similar shape and layout as well as wheel graphics”  “Q2bb. The machine look the same in shape, size and graphical depiction”  “Q2c. Both reference Money in the name of the machine.”	and/or words to evoke idea of wealth)
3388	KM	N.O.	N.O.	“Q1b. They have basically the same design.”  “Q1bb. They are shaped the same.”  “Q1c. The colors are similar and so are the graphics.”	shape (including structure, frame, construction, and/or rounded top); design (implying design of machine); theme (including concept, colors, font, and/or words to evoke idea of wealth); graphics (including artwork and/or design on machine)
3788	KM	N.O.	D.C.	“Q1b. They both have the same look and the men on the front look basically the same”  “Q1bb. The shape of the machines look the same from the front and the men down lower have the same look and seem to be waving their hands in the same manner.”	shape (including structure, frame, construction, and/or rounded top); character (including references to Mr. Money Bags, the New Money baby, and/or their hats)
4279	KM	N.O.	N.O.	“Q1b. The layout of the machines is similar, the art work is close to being the same.”  “Q1bb. The square bottom and round top, the printing and colors are similar in the design of the shape of the machine.”	layout (including size and/or shape of sections); graphics (including artwork and/or design on machine); shape (including structure, frame, construction, and/or rounded top)
4635	KM	KM	N.O.	“Q1b. They each have a cartoon of a male wearing a brimmed hat.”  “Q1bb. They have a person wearing a hat on the front of the machine.”  “Q1c. They are both \$1”  “Q2b. They look similar, are both \$1, have a man with a brimmed hat”	character (including references to Mr. Money Bags, the New Money baby, and/or their hats); appearance (including look, feel, and/or style)

**D. K&M Only<sup>1</sup> Respondents Who Identified a Combination of Trade Dress and Trademark Elements (n=29) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				"Q2bb. Made by the same company."	
4819	KM	KM	ST	<p>"Q1b. Same color concept, the design is very similar. Both round on top, they have a picture on the bottom, same bet in the middle."</p> <p>"Q1bb. They both have a purple color. On the bottom of the machine has a picture. The design looks alike."</p> <p>"Q1c. Both characters have a hat."</p> <p>"Q2b. Already explained how similar looking they are."</p> <p>"Q2bb. Same color, round on top, picture on the bottom, both have a hat on the character."</p> <p>"Q3b. Very big letters are gold title."</p> <p>"Q3bb. gold in the title"</p>	theme (including concept, colors, font, and/or words to evoke idea of wealth); design (implying design of machine); shape (including structure, frame, construction, and/or rounded top); placement/display of character, logo, name, graphics, and/or payable; character (including references to Mr. Money Bags, the New Money baby, and/or their hats)
5054	KM	KM	D.C.	<p>"Q1b. similar style"</p> <p>"Q1bb. size, shape, design"</p> <p>"Q2b. have a similar design"</p> <p>"Q2bb. machines close to same size, similar design on machines"</p>	dimensions (including size, height, and/or width); graphics (including artwork and/or design on machine)
5377	KM	D.C.	N.O.	<p>"Q1b. Arch top. Silver colour"</p> <p>"Q1bb. Sorry. silver color of machine and the curve at the top. Also placement of elements is same"</p> <p>"Q1c. same size. Hat on character"</p>	shape (including structure, frame, construction, and/or rounded top); placement/display of character, logo, name, graphics, and/or payable; dimensions (including size, height, and/or width); character (including references to Mr. Money Bags, the New Money baby, and/or their hats)
5774	KM	KM	N.O.	<p>"Q1b. Shape, characters and typography fonts"</p> <p>"Q1bb. Shape of the machines, the similar characters and the similar fonts for all the text"</p> <p>"Q1c. Same shade of purple on</p>	shape (including structure, frame, construction, and/or rounded top); character (including references to Mr. Money Bags, the New Money baby, and/or their hats); theme (including concept, colors, font, and/or words to evoke idea of wealth)

**D. K&M Only<sup>1</sup> Respondents Who Identified a Combination of Trade Dress and Trademark Elements (n=29) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				both.”  “Q2b. The shape of the machines, the similar colors and text fonts, and the similar characters.”  “Q2bb. Exactly what I said.”	
5825	KM	N.O.	N.O.	“Q1b. There are similarities in appearance”  “Q1bb. Same shape, same style of letters.”  “Q1c. Artwork is similar”	appearance (including look, feel, and/or style); shape (including structure, frame, construction, and/or rounded top); theme (including concept, colors, font, and/or words to evoke idea of wealth); graphics (including artwork and/or design <i>on</i> machine)
6248 <sup>7</sup>	KM	KM	KMPST	“Q1b. because both have almost the same slogan of make and Mr”  “Q1bb. I mean the slogan that comes out at the bottom of the machine, both are very similar”  “Q1c. its purple color”  “Q2b. they have almost the same slogan on the bottom of the juegod machine”  “Q2bb. I mean the shape of your slogan, the figure that represents it and the similarity between both game machines”  “Q2c. its colors”  “Q3b. I think they are good machines, the company that made them did not have to have any problem to have to get permission to their machines”  “Q3bb. I mean that you see a good quality of machines, the person who made them or the company that made it had to take a good time also taking their	logo (implying a combination of the name of the game with the character and/or graphics); character (including references to Mr. Money Bags, the New Money baby, and/or their hats); theme (including concept, colors, font, and/or words to evoke idea of wealth)

<sup>7</sup> Although respondent paired K&M with P&S&T in Q3a, respondent’s verbatim responses suggest that he or she only did so because he or she did not fully understand this question.

**D. K&M Only<sup>1</sup> Respondents Who Identified a Combination of Trade Dress and Trademark Elements (n=29) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				permits because they look very good”  “Q3c. no”	
6378	KM	ST	D.C.	“Q1b. The name and the face that the people look alike that are on them. They look very similar.”  “Q1bb. The people face look very much the same.”  “Q1c. They are shaped the same, with the exception of the light on the M on.”  “Q2b. They are very similar in appearance and the names of the machines.”  “Q2bb. They look the same.”	character (including references to Mr. Money Bags, the New Money baby, and/or their hats); name of the game (but not just words evoking idea of wealth); shape (including structure, frame, construction, and/or rounded top)
6474	KM	N.O.	N.O.	“Q1b. Shape and the logos on the machines”  “Q1bb. exactly what is said.”	shape (including structure, frame, construction, and/or rounded top); logo (implying a combination of the name of the game with the character and/or graphics)
6970	KM	KM	D.C.	“Q1b. machines have same basic housing and kind of look the same”  “Q1bb. Both are same height except one has neon sign on top. The playing boards are same height”  “Q2b. both use same money bags character”  “Q2bb. the little man or figure look almost the same”	shape (including structure, frame, construction, and/or rounded top); layout (including size and/or shape of sections); character (including references to Mr. Money Bags, the New Money baby, and/or their hats)
7012	KM	PS	PT	“Q1b. They are both shaped like one another.”  “Q1bb. They look to have the same appearance in shape.”  “Q1c. They both have a person with a hat.”  “Q2b. They are similar in appearance and layout.”	shape (including structure, frame, construction, and/or rounded top); character (including references to Mr. Money Bags, the New Money baby, and/or their hats)

**D. K&M Only<sup>1</sup> Respondents Who Identified a Combination of Trade Dress and Trademark Elements (n=29) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				<p>“Q2bb. They look to have the same appearance as each other and the keyboard area looks similar.”</p> <p>“Q3b. I accidentally chose the incorrect machine, that I was wanting to pick.”</p> <p>“Q3bb. I clicked on a different machine other than the machine I wanted to pick for my answer. I do not believe the two machines I actually chose had to get permissions. Nor do I think that they are affiliated.”</p>	
7115	KM	KM	D.C.	<p>“Q1b. The size and shape are nearly identical with only slight variations. The cartoon graphics are similar.”</p> <p>“Q1bb. The size and shape of the slot machines are nearly exactly the same. All the primary form features are the same. The cartoon graphics printed on the front of the machine are very similar.”</p> <p>“Q2b. All the same reasons that I think these are made by the same company. Form factor of the machines is nearly identical and the graphics are very similar.”</p> <p>“Q2bb. All the same reasons that I think these are made by the same company. Form factor of the machines is nearly identical and the graphics are very similar.”</p>	<p>dimensions (including size, height, and/or width); shape (including structure, frame, construction, and/or rounded top); graphics (including artwork and/or design <i>on</i> machine)</p>
7157	KM	KM	N.O.	<p>“Q1b. Shape and reels”</p> <p>“Q1bb. MACHINE overall shape and reels look the same.”</p> <p>“Q1c. Graphics seem the same”</p> <p>“Q2b. Graphics look same”</p> <p>“Q2bb. they look the same”</p>	<p>shape (including structure, frame, construction, and/or rounded top); reels; graphics (including artwork and/or design <i>on</i> machine)</p>

**D. K&M Only<sup>1</sup> Respondents Who Identified a Combination of Trade Dress and Trademark Elements (n=29) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				"Q2c. no"	
7198	KM	KM	D.C.	<p>"Q1b. The way they look, looks alike from how the top is rounded the same and the silver around them."</p> <p>"Q1bb. When you first look at them. They look just alike in the shape and size. And the graphics look alike on both."</p> <p>"Q2b. Because the look alike in their shape, size and graphics"</p> <p>"Q2bb. The Shape of both are alike. The Size of both are alike. The graphics on each look alike."</p>	shape (including structure, frame, construction, and/or rounded top); dimensions (including size, height, and/or width); graphics (including artwork and/or design <i>on</i> machine)
7255	KM	ST	D.C.	<p>"Q1b. The visuals are similar and the characters and theme look very alike."</p> <p>"Q1bb. Both machines are slot machines with the 3 columns and has a male figure cartoon character with money."</p> <p>"Q2b. Both of these have gold in the title and are a 3 column slot machines."</p> <p>"Q2bb. I mean exactly what I previously said."</p> <p>"Q2c. The visuals and symbols are similar."</p>	graphics (including artwork and/or design <i>on</i> machine); character (including references to Mr. Money Bags, the New Money baby, and/or their hats); theme (including concept, colors, font, and/or words to evoke idea of wealth); reels
7324	KM	KM	N.O.	<p>"Q1b. Similar style of slot design"</p> <p>"Q1bb. The icons on the slot wheel look similar"</p> <p>"Q1c. Design on the slot machine is similar"</p> <p>"Q2b. similar designs of the machines"</p> <p>"Q2bb. The look of the machines and the icons are similar"</p>	appearance (including look, feel, and/or style); graphics (including artwork and/or design <i>on</i> machine); design (implying design <i>of</i> machine)

**D. K&M Only<sup>1</sup> Respondents Who Identified a Combination of Trade Dress and Trademark Elements (n=29) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
7370	KM	N.O.	N.O.	“Q1b. The have the same look” “Q1bb. The are made the same way” “Q1c. Same art on them as well”	appearance (including look, feel, and/or style); graphics (including artwork and/or design <i>on</i> machine)

**E. K&M Only<sup>1</sup> Respondents Who Identified the Overall Look and Feel (Without Specifics) (n=12)**

Record	Q1a	Q2a	Q3a	Verbatims
301	KM	KM	N.O.	<p>“Q1b. look the same.”</p> <p>“Q1bb. They look like they are very similiar.”</p> <p>“Q2b. Same as before.”</p> <p>“Q2bb. You asked the same question.”</p>
311	KM	KM	D.C.	<p>“Q1b. They look alike”</p> <p>“Q1bb. They look like the same kind of machine”</p> <p>“Q2b. Because they look like the same machine.”</p> <p>“Q2bb. they are almost identical”</p>
1269	KM	KM	D.C.	<p>“Q1b. they look the same”</p> <p>“Q1bb. I mean they look alot alike”</p> <p>“Q2b. the machines have a very very similar look”</p> <p>“Q2bb. just what i said”</p>
1410	PS	D.C.	KM	<p>“Q1b. Because of the graphics”</p> <p>“Q1bb. The graphics on the slots”</p> <p>“Q3b. Because Money Bags is similar looking to New Money”</p> <p>“Q3bb. Someone would think that Money Bags and New Money would be the same vendor except a newer machine”</p>
1544	KM	N.O.	ST	<p>“Q1b. Similarity”</p> <p>“Q1bb. They are similar”</p> <p>“Q3b. Design”</p> <p>“Q3bb. Design of reels”</p>
1725	KM	D.C.	N.O.	<p>“Q1b. They look very similar in appearance”</p> <p>“Q1bb. the machines looked the same style.”</p>
3295	N.O.	KM	N.O.	<p>“Q2b. Look the same”</p> <p>“Q2bb. They look the same”</p>
3853	N.O.	KM	N.O.	<p>“Q2b. Overall physical forms seem to be very similar”</p> <p>“Q2bb. The physical appearance of each looks similar”</p>
4161	KM	PS	N.O.	<p>“Q1b. They have the same style”</p> <p>“Q1bb. They have the same look”</p> <p>“Q2b. .”</p>



**E. K&M Only<sup>1</sup> Respondents Who Identified the Overall Look and Feel (Without Specifics) (n=12) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims
				"Q2bb. ."
6695	KM	KM	N.O.	"Q1b. simular style" "Q1bb. they look exactly the same" "Q2b. they look exactly the same" "Q2bb. they look exactly the same"
6758	KM	KM	N.O.	"Q1b. look similar" "Q1bb. the other looks like a take off of mr money bags" "Q1c. one takes \$3 per max spin and the other takes \$5 per max spin" "Q2b. just a hunch" "Q2bb. just a feeling"
7528	KM	KM	N.O.	"Q1b. look the same" "Q1bb. same" "Q2b. same" "Q2bb. same"

**F. K&M Only<sup>1</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=47)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
<b>Identified Only Elements from Macro Group<sup>8</sup> (n=22)</b>					
1374	KM	KM	N.O.	“Q1b. The shape” “Q1bb. The shape of the machines are the same” “Q2b. The shapes are alike” “Q2bb. The shapes are alike”	shape (including structure, frame, construction, and/or rounded top)
1500	ST	KM	N.O.	“Q1b. their overall look” “Q1bb. their colors and lettering” “Q2b. design lines” “Q2bb. the outline of the machines is similar”	shape (including structure, frame, construction, and/or rounded top)
1688	KM	N.O.	N.O.	“Q1b. The rounded silver top on both of them.” “Q1bb. The very top part of each machine looks identical”	shape (including structure, frame, construction, and/or rounded top)
2024	KM	ST	D.C.	“Q1b. look similar” “Q1bb. The are made to look alike” “Q1c. Sane shape, same overall design” “Q2b. These two machines look very much alike in design.” “Q2bb. They look alike.” “Q2c. same colors, layout”	shape (including structure, frame, construction, and/or rounded top); design (implying design of machine)
2567 <sup>9</sup>	KMST	KM	N.O.	“Q1b. M and K have similar shapes and designs; S and T may be made by a different company that M and K but also have similar shapes and designs to one another.”	shape (including structure, frame, construction, and/or rounded top); design (implying design of machine)

<sup>8</sup> As described in the analysis section of the report, the Macro Group includes the following elements: appearance (including look, feel, and/or style); shape (including structure, frame, construction, and/or rounded top); dimensions (including size, height, and/or width); and/or design (implying design of machine).

<sup>9</sup> Although respondent paired K&M with S&T in Q1a, respondent’s verbatim responses suggest that he or she believed that K&M are made by the same company and that S&T are made by different companies.

**F. K&M Only<sup>1</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=47) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				<p>“Q1bb. it looks to me that there are two sets of two machines each set made by the same company”</p> <p>“Q1c. It is possible that all four machines were made by the same company”</p> <p>“Q2b. They are virtually identical”</p> <p>“Q2bb. they look like each other”</p>	
2681	KM	KM	N.O.	<p>“Q1b. exactly same frame”</p> <p>“Q1bb. the appearance”</p> <p>“Q2b. same appearance”</p> <p>“Q2bb. it is the same”</p>	appearance (including look, feel, and/or style); shape (including structure, frame, construction, and/or rounded top)
3449	KM	KM	N.O.	<p>“Q1b. Overall design, semi-circle top, squared lower components”</p> <p>“Q1bb. Same shape”</p> <p>“Q2b. Same shape”</p> <p>“Q2bb. same shape”</p>	design (implying design of machine); shape (including structure, frame, construction, and/or rounded top)
3569	PS	KM	N.O.	<p>“Q1b. Both penny slots. Same basic configuration”</p> <p>“Q1bb. Similar features”</p> <p>“Q2b. The basic build is the same keeping manufacturing cost down”</p> <p>“Q2bb. Structure of machines is twin”</p>	shape (including structure, frame, construction, and/or rounded top)
4079	KM	N.O.	N.O.	<p>“Q1b. General Appearance”</p> <p>“Q1bb. They look almost the same and have the same dimension”</p>	appearance (including look, feel, and/or style); dimensions (including size, height, and/or width)
4882	KM	N.O.	N.O.	<p>“Q1b. they look very similar in their design”</p> <p>“Q1bb. Just the way they appear when you look at them”</p>	design (implying design of machine); appearance (including look, feel, and/or style); dimensions (including size, height, and/or width); shape

**F. K&M Only<sup>1</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=47) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				"Q1c. their size and shape"	(including structure, frame, construction, and/or rounded top)
5112	KM	N.O.	N.O.	"Q1b. shape" "Q1bb. design"	shape (including structure, frame, construction, and/or rounded top); design (implying design of machine)
5297	ST	KM	D.C.	"Q1b. they both mention gold" "Q1bb. they both have gold in their name and look similar" "Q2b. they look like each other in shape and size" "Q2bb. they look the same"	shape (including structure, frame, construction, and/or rounded top); dimensions (including size, height, and/or width)
5335	KM	KM	N.O.	"Q1b. Style and shape" "Q1bb. Type of machine" "Q2b. Type of slot" "Q2bb. Style"	appearance (including look, feel, and/or style); shape (including structure, frame, construction, and/or rounded top)
5646	KM	KM	N.O.	"Q1b. They look a lot alike. Same rounded top surrounded by the silver." "Q1bb. Both have a round top that is surrounded by a silver bar." "Q2b. Same reason as before" "Q2bb. They look a lot alike and both have a rounded top with the silver around it."	shape (including structure, frame, construction, and/or rounded top)
5652	KM	N.O.	D.C.	"Q1b. similar look" "Q1bb. size and shape"	appearance (including look, feel, and/or style); dimensions (including size, height, and/or width); shape (including structure, frame, construction, and/or rounded top)
6332	N.O.	KM	N.O.	"Q2b. They are the same shape and size" "Q2bb. Dimensions are the same, with rounded top" "Q2c. the openings for the money"	shape (including structure, frame, construction, and/or rounded top); dimensions (including size, height, and/or width)

**F. K&M Only<sup>1</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=47) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				and vouchers are exactly the same”	
6501	N.O.	KM	N.O.	“Q2b. SAME SIZE AND SYMBOLS ARE LINED UP ALIKE” “Q2bb. SAME HEIGHT AND SYMBOLS ARE BASIC” “Q2c. NO”	dimensions (including size, height, and/or width)
6522	KM	KM	N.O.	“Q1b. the shapes of the machines” “Q1bb. how they are constructed” “Q2b. by the way they look similar in construction” “Q2bb. they appear to look similar”	shape (including structure, frame, construction, and/or rounded top)
6542	KM	D.C.	ST	“Q1b. they look the same” “Q1bb. the design of the machines look the same” “Q3b. similar design” “Q3bb. they look similar”	design (implying design of machine); appearance (including look, feel, and/or style)
6568	KM	N.O.	N.O.	“Q1b. look almost the same” “Q1bb. they have same shape and size” “Q1c. 4 tiers”	shape (including structure, frame, construction, and/or rounded top); dimensions (including size, height, and/or width)
6656	KM	PS	KM	“Q1b. design” “Q1bb. the design of the whole machine looks same” “Q1c. the slot and games” “Q2b. the names and the game slot” “Q2bb. the name of the machine is close and the game slots that they have” “Q2c. the price money”	design (implying design of machine)

**F. K&M Only<sup>1</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=47) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				<p>“Q3b. baccause of the deisgn”</p> <p>“Q3bb. the design are two similar and they wanted to use the design”</p> <p>“Q3c. hte game nmethosds and the slort”</p>	
6714	KM	PS	N.O.	<p>“Q1b. The shape and the betting and credits used”</p> <p>“Q1bb. same hithe and 3 bets pergame”</p> <p>“Q2b. not sure”</p> <p>“Q2bb. they could or could not be made by thsame co.”</p>	shape (including structure, frame, construction, and/or rounded top)
<b>Identified Only Elements from Micro Group<sup>10</sup> (n=10)</b>					
2274	KM	KM	D.C.	<p>“Q1b. It looks to me that they play a lot the same way, although i can see that machine K has the bingo game on it and the other doesn't.”</p> <p>“Q1bb. They both have 3 reels and almost look like the same machine and both are progressive machines”</p> <p>“Q1c. Upon looking further, I think machine M is also bingo play”</p> <p>“Q2b. Both are 3 reel, progessive machines, both play the bingo game.”</p> <p>“Q2bb. Both machines have 3 reels and both games play bingo while you are spinning the reels”</p>	reels; type (including bingo and/or gameplay)

<sup>10</sup> As described in the analysis section of the report, the Micro Group includes the following features: type (including bingo and/or gameplay); hardware (including buttons, controls, bill acceptor, and/or ticket printer); reels; payable; theme (including concept, colors, font, and/or words to evoke idea of wealth); placement/display of character, logo, name, graphics, and/or payable; layout (including size and/or shape of sections); light on top of the machine; and/or an indication that the machines are nearly identical with the only differences being graphics (including artwork and/or name) and/or the presence/absence of a topper.

**F. K&M Only<sup>1</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=47) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
4828	D.C.	KM	N.O.	<p>“Q2b. One pay line - similar pay system.”</p> <p>“Q2bb. Pay off is on one line only. Payoff seems to be similar on M and K.”</p>	paytable
5094	KM	N.O.	KM	<p>“Q1b. Not really sure, about money?”</p> <p>“Q1bb. Both have money in the name”</p> <p>“Q3b. Using the name”</p> <p>“Q3bb. Both have money in the name”</p>	theme (including concept, colors, font, and/or words to evoke idea of wealth)
5095	KM	KM	N.O.	<p>“Q1b. They look similar”</p> <p>“Q1bb. They have the same buttons and a similar payable”</p> <p>“Q2b. They look similar”</p> <p>“Q2bb. They look similar”</p>	hardware (including buttons, controls, bill acceptor, and/or ticket printer); payable
6234 <sup>11</sup>	KMST	N.O.	N.O.	<p>“Q1b. i think that S and T are made by one company by the font of the Gold and K and M are made by the same company because of the money and dollars on the front of the machine”</p> <p>“Q1bb. I meant that S and T are made by one company and K and M are made by another comapny”</p>	theme (including concept, colors, font, and/or words to evoke idea of wealth)
6547	ST	KM	N.O.	<p>“Q1b. because of the gold theme”</p> <p>“Q1bb. they both have the same theme but one is more modern”</p> <p>“Q2b. they both have money bags as a theme and one looks more modern than the other”</p> <p>“Q2bb. one looks more modern than the other”</p>	theme (including concept, colors, font, and/or words to evoke idea of wealth)

<sup>11</sup> Although respondent paired K&M with S&T in Q1a, respondent’s verbatim responses suggest that he or she believed that K&M are made by the same company and that S&T are made by different companies.

**F. K&M Only<sup>1</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=47) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
6792	ST	KM	D.C.	<p>“Q1b. The two GOLD displays look similar”</p> <p>“Q1bb. The font for the word GOLD displayed on the machine looks the same”</p> <p>“Q2b. They seem to have the same color scheme”</p> <p>“Q2bb. The colors used on the machines are in the same color scheme”</p>	theme (including concept, colors, font, and/or words to evoke idea of wealth)
7078	ST	KM	D.C.	<p>“Q1b. they both have GOLD in their name.”</p> <p>“Q1bb. they are both named the same thing”</p> <p>“Q1c. they are the same type of game, for example, you just pull the lever or push the button and hope the 3 dials matchup.”</p> <p>“Q2b. they both have MONEY in the name. I think they are made by the same company”</p> <p>“Q2bb. they are made by the same company”</p> <p>“Q2c. they are both \$1 slots”</p>	theme (including concept, colors, font, and/or words to evoke idea of wealth)
1942	ST	KM	D.C.	<p>“Q1b. size shape”</p> <p>“Q1bb. Tall wide”</p> <p>“Q1c. round on top”</p> <p>“Q2b. everything is the same except the square on top”</p> <p>“Q2bb. all the parts are the same only added the square on top of one”</p>	only differences being graphics (including artwork and/or name) and/or topper
6884	N.O.	KM	D.C.	<p>“Q2b. Each has the same format. 1st: payout schedule 2nd: Shows icon 3rd: Reels 4th section: icon shown with money”</p>	layout (including size and/or shape of sections); placement/display of character, logo, name, graphics, and/or payable



**F. K&M Only<sup>1</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=47) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				"Q2bb. each is divided into 4 sections"	
<b>Identified Only One Element from Macro Group and One Element from Micro Group (n=15)</b>					
1575	D.C.	KM	D.C.	"Q2b. They both seem to be shaped the same and have the word money" "Q2bb. They are similar"	shape (including structure, frame, construction, and/or rounded top); theme (including concept, colors, font, and/or words to evoke idea of wealth)
1580 <sup>12</sup>	KMS	N.O.	D.C.	"Q1b. Looking at them again, I think K&M are made by the same company, not S. It's the design. They look the exact same except for the game played on it." "Q1bb. They look the same"	design (implying design of machine); only differences being graphics (including artwork and/or name) and/or topper
2545	KM	KM	D.C.	"Q1b. shaped the same, have the same cherries and 7's and they use the word Money and this is the ones I like to play" "Q1bb. they look alike REALLY" "Q2b. same dang answer that I used before" "Q2bb. ditto"	shape (including structure, frame, construction, and/or rounded top); theme (including concept, colors, font, and/or words to evoke idea of wealth)
2596	KM	ST	N.O.	"Q1b. They look almost exactly the same except for the flasher on top." "Q1bb. The basic body of the slot machines are the same." "Q2b. They both say stuff about Gold." "Q2bb. One say Gold and the other says Good Gold."	shape (including structure, frame, construction, and/or rounded top); only differences being graphics (including artwork and/or name) and/or topper
2827	PS	KM	N.O.	"Q1b. their outside features look the same" "Q1bb. the metal and the design of them"	shape (including structure, frame, construction, and/or rounded top); only differences being graphics (including artwork and/or name) and/or topper

<sup>12</sup> Although respondent paired K&M with S in Q1a, respondent's verbatim responses suggest that he or she changed his or her mind upon further reflection.

**F. K&M Only<sup>1</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=47) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				<p>“Q2b. because they look alike-- the curve at the top and the color of the metal used -- the structure appears the same-- they just changed the graphics”</p> <p>“Q2bb. the outward appearance looks exactly the same on both machines and they could be the same game except they changed the pictures on each one”</p>	
4647	KM	N.O.	D.C.	<p>“Q1b. They look alike.”</p> <p>“Q1bb. Same shape. Same amount of space for machine name, etc.”</p>	shape (including structure, frame, construction, and/or rounded top); layout (including size and/or shape of sections)
4839	KM	N.O.	KM	<p>“Q1b. Shape of the body, lines roughly match, screen set up is very similar”</p> <p>“Q1bb. Rectangle topped off by a rounded top. The lines that run parallel to the floor are evenly spaced apart. All sections of the screens or gaming area are set up the same.”</p> <p>“Q3b. Well if they aren't made by the same company they look extremely similar.”</p> <p>“Q3bb. What I said”</p>	shape (including structure, frame, construction, and/or rounded top); layout (including size and/or shape of sections)
5316	KM	KM	D.C.	<p>“Q1b. Shape of the case looks almost identical.”</p> <p>“Q1bb. The machines look like twins minus the additional top piece.”</p> <p>“Q2b. Again, these machines look identical minus the Free Pay sign on top.”</p> <p>“Q2bb. Exactly that.”</p>	shape (including structure, frame, construction, and/or rounded top); only differences being graphics (including artwork and/or name) and/or topper
5461	KM	N.O.	ST	<p>“Q1b. They have very similar structure and placement”</p> <p>“Q1bb. They look like they are built the same way”</p>	shape (including structure, frame, construction, and/or rounded top); layout (including size and/or shape of sections)

**F. K&M Only<sup>1</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=47) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				<p>“Q3b. They both have Gold in the names”</p> <p>“Q3bb. The word Gold is used to market both of their machines”</p>	
5823	KM	D.C.	D.C.	<p>“Q1b. The overall shape. There is an equal four parts to each machine. Both are \$1 machines.”</p> <p>“Q1bb. They look the same.”</p>	shape (including structure, frame, construction, and/or rounded top); layout (including size and/or shape of sections)
6464	KM	N.O.	N.O.	<p>“Q1b. They look very similar and have similar dimensions.”</p> <p>“Q1bb. Each section in front looks similar as far as measurements and such.”</p>	dimensions (including size, height, and/or width); layout (including size and/or shape of sections)
6488	KM	N.O.	D.C.	<p>“Q1b. same style of case, same set up”</p> <p>“Q1bb. The case that holds the games are the same...body of machine. The same windows for numbers or figures in moving windows”</p>	shape (including structure, frame, construction, and/or rounded top); layout (including size and/or shape of sections)
6513	ST	ST	KM	<p>“Q1b. Gold on them.....similar spinners.....similar design”</p> <p>“Q1bb. Big word gold on both of them.....spinners, the things that go around.....both have an almost identical design”</p> <p>“Q2b. gold on both.....entire machine shape and tray.....the things that go round are the similar”</p> <p>“Q2bb. pretty obvious”</p> <p>“Q3b. very similar to another one or they are made by the same company”</p> <p>“Q3bb. entire design of machine.....separated the same places”</p>	design (implying design of machine); layout (including size and/or shape of sections)
6719	ST	KM	D.C.	<p>“Q1b. Both the machines are the same size and both have gold in</p>	dimensions (including size, height, and/or width); theme

**F. K&M Only<sup>1</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=47) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				<p>the name.”</p> <p>“Q1bb. The two machines are about the same height and width. The name of both machines say Gold in the names.”</p> <p>“Q2b. The machines are both the same height and width. The machines both have the word money in the titles.”</p> <p>“Q2bb. The machines must be made by the same company because they are the same size. The machines also have the word money in the names.”</p>	(including concept, colors, font, and/or words to evoke idea of wealth)
6834	KM	ST	N.O.	<p>“Q1b. They have the same styles and similar colors vary in the game and in a few aspects”</p> <p>“Q1bb. which are similar”</p> <p>“Q2b. they have similar aspects are unique”</p> <p>“Q2bb. They are unique”</p>	appearance (including look, feel, and/or style); theme (including concept, colors, font, and/or words to evoke idea of wealth)

**G. K&M Only<sup>1</sup> Respondents Who Gave Only Vague, Ambiguous, Unclear, and/or Irrelevant Responses (n=11)**

Record	Q1a	Q2a	Q3a	Verbatims
2282 <sup>13</sup>	KMST	KMST	N.O.	“Q1b. M&Km are the same and S&T are the same” “Q1bb. M&K made by same company. S&T made by same company” “Q2b. Shape and design” “Q2bb. M&K are the same and S&T are the same”
2351	KM	KM	N.O.	“Q1b. 1 payline machines” “Q1bb. there is only 1 payline” “Q2b. I do not know” “Q2bb. I cannot tell you” “Q2c. even zoomed in on, I cannot pick something that identifies them as made by the same company.”
2401 <sup>14</sup>	KMST	N.O.	N.O.	“Q1b. km are made by one company. st are made by another company” “Q1bb. 2 different companies”
3769	D.C.	KM	N.O.	“Q2b. Not sure” “Q2bb. Great company”
4726	KM	KM	N.O.	“Q1b. top shape” “Q1bb. curve” “Q2b. parts shape match” “Q2bb. each part is similar in shape”
4871	D.C.	KM	D.C.	“Q2b. ARE LIKELY BETWEEN” “Q2bb. they look alike”
5364	D.C.	N.O.	KM	“Q3b. Header” “Q3bb. The top of the machine added on”
6232	ST	N.O.	KM	“Q1b. the model” “Q1bb. the design of the machine” “Q3b. they look so regular” “Q3bb. its like a normal machine”

<sup>13</sup> Although respondent paired K&M with S&T in both Q1a and Q2a, respondent’s verbatim responses suggest that he or she believed that K&M are made by the same company and that S&T are made by different companies.

<sup>14</sup> Although respondent paired K&M with S&T in Q1a, respondent’s verbatim responses suggest that he or she believed that K&M are made by the same company and that S&T are made by different companies.

**G. K&M Only<sup>1</sup> Respondents Who Gave Only Vague, Ambiguous, Unclear, and/or Irrelevant Responses (n=11) (continued)**

Record	Q1a	Q2a	Q3a	Verbatims
6735	KM	D.C.	D.C.	<p>“Q1b. they use the same game mechanism”</p> <p>“Q1bb. The processing with which they work is similar”</p>
6941 <sup>15</sup>	ST	KMST	N.O.	<p>“Q1b. The shape and graphics”</p> <p>“Q1bb. The shape of the machine and the graphics on the screen”</p> <p>“Q2b. I believe K &amp; M are made by the same company as their designs are similar. I believe S &amp; T are made by the same company, but different from K &amp; M”</p> <p>“Q2bb. K &amp; M appear to be made by the same company and S &amp; T appear to be made by the same company. (Two companies for each pair)”</p>
7079	KM	PST	N.O.	<p>“Q1b. Because at the bottom they are very colorful and the others are not. It is my personal opinion”</p> <p>“Q1bb. see the saying below we can see that they are practically the same”</p> <p>“Q2b. to see the bottom of these machines are that they are from the same company or a partner company since the bottom part are unicolor”</p> <p>“Q2bb. It is a saying that they are not so flashy at the bottom. and at the top they have sierto says like”</p>

<sup>15</sup> Although respondent paired K&M with S&T in Q2a, respondent’s verbatim responses suggest that he or she believed that K&M are made by companies that are associated or affiliated with each other and that S&T are made by companies that are associated or affiliated with each other.

**II. Quasi-Control Respondents<sup>16</sup> (n=77)**

**A. K&M Plus<sup>17</sup> Respondents (n=23)**

1. K&M Plus<sup>20</sup> Respondents Who Identified the Manufacturer by Name (n=0)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>

<sup>16</sup> Although for purposes of determining overall confusion rates, I treat respondents in these categories as test subjects, I treat these respondents as controls for purposes of analyzing the basis of confusion.

<sup>17</sup> Including (a) K&M and KM&Controls (those who paired only K&M and those who paired one or more controls with K&M), (b) K&M and K&Controls (those who paired only K&M and those who paired one or more controls with K), and (c) K&M and M&Controls (those who paired K&M and those who pairedg one or more controls with M).

2. K&M Plus<sup>20</sup> Respondents Who Identified a Combination of Three or More Trade Dress Elements, with at least One Element from the Macro Group and One Element from the Micro Group (n=7)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
766	KMST	KM	D.C.	<p>“Q1b. K &amp; M have the same shape. Also, S &amp; T have the same shape.”</p> <p>“Q1bb. K &amp; M are rounded on top. S &amp; T are the same height.”</p> <p>“Q1c. They also have the same number of sections.”</p> <p>“Q2b. Both have Money in their names.”</p> <p>“Q2bb. The signs at the bottom of each machine has the word money on them.”</p>	shape (including structure, frame, construction, and/or rounded top); layout (including size and/or shape of sections); theme (including concept, colors, font, and/or words to evoke idea of wealth)
1527	KM	N.O.	KMPST	<p>“Q1b. similar features and design.. The machines look to be the same outer shell.”</p> <p>“Q1bb. Both offer the 3 bar line not the multiline. The buttons are similar and in the same location. They are the same height and width. It looks like the faces can be changed out with the computer programming.”</p> <p>“Q3b. The market is very specific. I would imagine that there are similarities in all machines. Copy rights are probably in effect. To keep from litigation I would imagine that permissions are sought. I don't know if all machines are allowed in all casinos. Getting permission might entail profit sharing or royalties where a machine might be excluded.”</p> <p>“Q3bb. It's a slot machine not a car.”</p>	dimensions (including size, height, and/or width); shape (including structure, frame, construction, and/or rounded top); reels; hardware (including buttons, controls, bill acceptor, and/or ticket printer)
1936	KM	KMST	N.O.	<p>“Q1b. They look almost identical in build, just offer different games.”</p> <p>“Q1bb. same shape, size, shelves are the same on both machines.”</p>	shape (including structure, frame, construction, and/or rounded top); dimensions (including size, height, and/or width); only differences being graphics



2. K&M Plus<sup>17</sup> Respondents Who Identified a Combination of Three or More Trade Dress Elements, with at least One Element from the Macro Group and One Element from the Micro Group (n=7) (continued)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				<p>“Q1c. M has a sign on top that is different from K but otherwise they look the same to me.”</p> <p>“Q2b. They all look similar in design except s &amp; t have a protruding shelf.”</p> <p>“Q2bb. They just look similar with the exception of the protruding shelves to me.”</p>	(including artwork and/or name) and/or topper
1939	KM	KMT	N.O.	<p>“Q1b. They are shaped the same, have 3 wheels, and both have a character on the bottom portion of the slot machine.”</p> <p>“Q1bb. The machines look alike . . .”</p> <p>“Q1c. They are both dollar slots . . .”</p> <p>“Q2b. Their shape and number of wheels. T is a one armed bandit where the others you just push a button to spin the wheel. They probably want to give you a choice. I think pulling the arm is more fun than just touching a button to spin it.”</p> <p>“Q2bb. The shape of the machine, and the number of wheels that line up to match and let you win.”</p>	shape (including structure, frame, construction, and/or rounded top); reels; placement/display of character, logo, name, graphics, and/or payable
4078	KM	KMST	D.C.	<p>“Q1b. The basic framework of the machines and size are the same. The display and artwork also look very similar.”</p> <p>“Q1bb. The shape and size looks exactly the same it just has different artwork. However, the artwork looks like it was created in the same style.”</p> <p>“Q1c. The display at the top of</p>	shape (including structure, frame, construction, and/or rounded top); dimensions (including size, height, and/or width); graphics (including artwork and/or design <i>on</i> machine); only differences being graphics (including artwork and/or name) and/or topper; payable

2. K&M Plus<sup>17</sup> Respondents Who Identified a Combination of Three or More Trade Dress Elements, with at least One Element from the Macro Group and One Element from the Micro Group (n=7) (continued)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				<p>each machine has the same break down of the various wining amounts which goes up to \$2500.”</p> <p>“Q2b. I can see similarities between S &amp; T with K &amp; M. S &amp; T seem like more expensive models of K &amp; M.”</p> <p>“Q2bb. The shape of S&amp;T is similar to K&amp;M and seems like the design is a little similar. S &amp; T are very similar with each other just like K &amp; M are very similar to each other. I would guess that the companies that make each are the same or affiliated due to the shape and size of all of them.”</p>	
4234	KM	KMS	ST	<p>“Q1b. shape of machine...button layout.... reels”</p> <p>“Q1bb. curved top.....same amount of buttons....reels look the same”</p> <p>“Q1c. panel shape and sizes the same”</p> <p>“Q2b. reels are similar...top of all machines curved”</p> <p>“Q2bb. reels look simular.....top edge of all machines are rounded”</p> <p>“Q3b. bothe use 'GOLD”</p> <p>“Q3bb. name of the machine”</p>	<p>shape (including structure, frame, construction, and/or rounded top); hardware (including buttons, controls, bill acceptor, and/or ticket printer); reels; layout (including size and/or shape of sections)</p>
7398	KM	N.O.	KMST	<p>“Q1b. rounded tops with the same pay table design”</p> <p>“Q1bb. The top of the machines are rounded in the same way. The chart on those tops with the pay tables uses the same layout, fonts, and general look and feel.”</p>	<p>shape (including structure, frame, construction, and/or rounded top); placement/display of character, logo, name, graphics, and/or payable; dimensions (including size, height, and/or width); reels</p>

2. K&M Plus<sup>17</sup> Respondents Who Identified a Combination of Three or More Trade Dress Elements, with at least One Element from the Macro Group and One Element from the Micro Group (n=7) (continued)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				<p>“Q1c. Proportions are the same. Both are reel machines.”</p> <p>“Q3b. They both use similar structures (rounded tops with lights)”</p> <p>“Q3bb. In silhouette, the machines would be indecipherable from the others.”</p>	

3. K&M Plus<sup>20</sup> Respondents Who Identified One or More Trademark Elements (n=0)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>

4. K&M Plus<sup>20</sup> Respondents Who Identified a Combination of Trade Dress and Trademark Elements (n=8)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
1156	KM	KM	KT	<p>“Q1b. shape, size and graphics”</p> <p>“Q1bb. shape, size and graphics...they look, basically the same”</p> <p>“Q1c. same layout of payouts and reels...”</p> <p>“Q2b. same size, layout, graphics, reels, etc”</p> <p>“Q2bb. they look to be the same on both machinges”</p> <p>“Q3b. pretty much the same layout as other with a pull handle added”</p> <p>“Q3bb. same as other, but with a pull handle”</p>	shape (including structure, frame, construction, and/or rounded top); dimensions (including size, height, and/or width); graphics (including artwork and/or design <i>on</i> machine); payable; reels; layout (including size and/or shape of sections)
1380	KM	KM	KP	<p>“Q1b. Checked the logo”</p> <p>“Q1bb. zoom in and you'll see”</p> <p>“Q1c. one color design of both wiy=thout stupid rainbow distraction”</p> <p>“Q2b. man w hat logo”</p> <p>“Q2bb. logo image”</p> <p>“Q3b. nice design”</p> <p>“Q3bb. it i clear”</p>	character (including references to Mr. Money Bags, the New Money baby, and/or their hats); logo (implying a combination of the name of the game with the character and/or graphics); theme (including concept, colors, font, and/or words to evoke idea of wealth)
2337	KMST	KM	D.C.	<p>“Q1b. You are trying to match 3 numbers to get a win.”</p> <p>“Q1bb. There a different things that come up and if you get the same across you win. Some you will get more for t hem such as 7s pay the most.”</p> <p>“Q1c. ONLY one has the hand pull instead of pushing buttons which makes it different.”</p> <p>“Q2b. pictures and payouts look the same”</p>	reels; graphics (including artwork and/or design <i>on</i> machine); payable

4. K&M Plus<sup>17</sup> Respondents Who Identified a Combination of Trade Dress and Trademark Elements (n=8) (continued)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				“Q2bb. THEy are set up to win the same.”	
3925	MT	MT	KM	<p>“Q1b. shape and top crown are similar”</p> <p>“Q1bb. oval or rounded top with a square lighted panel on top.”</p> <p>“Q2b. oval shaped top with square on top of ovel”</p> <p>“Q2bb. rounded crown of machine with a square on top of crown.”</p> <p>“Q3b. use of the word 'money' Mr. Money Bags appears to be a grown up new money”</p> <p>“Q3bb. new money was the initial machine and mr. money bags is the follow up.”</p>	shape (including structure, frame, construction, and/or rounded top); character (including references to Mr. Money Bags, the New Money baby, and/or their hats); theme (including concept, colors, font, and/or words to evoke idea of wealth)
5320	KM	KMT	N.O.	<p>“Q1b. Similar shape and the character appear to be similar.”</p> <p>“Q1bb. The machines are the same shape. The character of the man are nearly the same look.”</p> <p>“Q1c. The color in the background.”</p> <p>“Q2b. Same shape.”</p> <p>“Q2bb. The shape of the machine is the same.”</p> <p>“Q2c. The display show matching one row only to win.”</p>	shape (including structure, frame, construction, and/or rounded top); character (including references to Mr. Money Bags, the New Money baby, and/or their hats); theme (including concept, colors, font, and/or words to evoke idea of wealth)
5622	KM	D.C.	KMST	<p>“Q1b. Color and shape of the machine”</p> <p>“Q1bb. The purple coloring and the oval shape of the machine at the top.”</p> <p>“Q1c. Both have about the same name”</p>	theme (including concept, colors, font, and/or words to evoke idea of wealth); shape (including structure, frame, construction, and/or rounded top); name of the game (but not just words evoking idea of wealth)

4. K&M Plus<sup>17</sup> Respondents Who Identified a Combination of Trade Dress and Trademark Elements (n=8) (continued)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				<p>“Q3b. M and K have the same purple color. S and T have the same red color. They all have the same oval top and similar names”</p> <p>“Q3bb. N/A”</p>	
5632	KM	KM	KMST	<p>“Q1b. similar layout of screens. user experience and interface. simple and easy to understand.”</p> <p>“Q1bb. the aesthetic appearance of both is very similar.”</p> <p>“Q1c. color schemes. picture of a character and money”</p> <p>“Q2b. same answers as before”</p> <p>“Q2bb. n/a”</p> <p>“Q3b. they look like the other machines”</p> <p>“Q3bb. similar layout. similar colors.”</p>	<p>layout (including size and/or shape of sections); character (including references to Mr. Money Bags, the New Money baby, and/or their hats); theme (including concept, colors, font, and/or words to evoke idea of wealth)</p>
6769	KM	KMT	D.C.	<p>“Q1b. graphic design is similar as well as shape and size”</p> <p>“Q1bb. the graphics are set up same way and they are curved at top”</p> <p>“Q2b. the shape is rounded at top on all”</p> <p>“Q2bb. they are made same body design”</p> <p>“Q2c. they are all same size”</p>	<p>graphics (including artwork and/or design <i>on</i> machine); shape (including structure, frame, construction, and/or rounded top); dimensions (including size, height, and/or width); layout (including size and/or shape of sections)</p>

5. K&M Plus<sup>20</sup> Respondents Who Identified the Overall Look and Feel (Without Specifics) (n=2)

Record	Q1a	Q2a	Q3a	Verbatims
3189	KMP	KM	N.O.	<p>“Q1b. They have several elements in common”</p> <p>“Q1bb. The one on the right and left look very similar but the one in the middle seems like a similar game”</p> <p>“Q2b. They look very much alike”</p> <p>“Q2bb. The appearance of the machines are similar in design”</p>
5941	MT	KM	N.O.	<p>“Q1b. the look of the machines”</p> <p>“Q1bb. the style with the parts on top similar”</p> <p>“Q2b. they look almost identical and booth are the 3 to match type machines”</p> <p>“Q2bb. that's the best I can describe them”</p>



6. K&M Plus<sup>20</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=6)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
<b>Identified Only Elements from Macro Group<sup>10</sup> (n=3)</b>					
2799	KMST	KM	D.C.	“Q1b. Similar size and shape” “Q1bb. They look the same” “Q2b. they are exactly the same” “Q2bb. They look alike” “Q2c. Neither have pull arms.”	dimensions (including size, height, and/or width); shape (including structure, frame, construction, and/or rounded top); appearance (including look, feel, and/or style)
4131	MT	D.C.	KM	“Q1b. head piece design” “Q1bb. the top of the machine” “Q1c. rounded top” “Q3b. similar shape” “Q3bb. the machines are built close to the same design”	shape (including structure, frame, construction, and/or rounded top); design (implying design of machine)
4972	KM	KMT	D.C.	“Q1b. external design” “Q1bb. same size and shape” “Q1c. same player layout” “Q2b. same shape and design features” “Q2bb. looks the same” “Q2c. no”	design (implying design of machine); dimensions (including size, height, and/or width); shape (including structure, frame, construction, and/or rounded top)
<b>Identified Only One Element from Macro Group and One Element from Micro Group (n=3)</b>					
4230	MT	ST	KM	“Q1b. they have additional panel on top” “Q1bb. rectangle on top” “Q2b. the name includes the word GOLD in both” “Q2bb. also, similar design” “Q3b. similar designs and names” “Q3bb. look similar, + have the word money in both names”	design (implying design of machine); theme (including concept, colors, font, and/or words to evoke idea of wealth)
4954	KMS	KM	D.C.	“Q1b. They are similar in shape”	shape (including structure, frame, construction, and/or rounded top);

6. K&M Plus<sup>17</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=6) (continued)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				<p>“Q1bb. Each machine looks similar in shape”</p> <p>“Q1c. They have similar themes”</p> <p>“Q2b. They book look similar in shape and theme”</p> <p>“Q2bb. Just that”</p> <p>“Q2c. no”</p>	theme (including concept, colors, font, and/or words to evoke idea of wealth)
6503	KM	KMST	N.O.	<p>“Q1b. They are the exact same shape”</p> <p>“Q1bb. The outer box that houses the machine is the exact same shape”</p> <p>“Q1c. Also the color palette is very similiar”</p> <p>“Q2b. Very similar shape”</p> <p>“Q2bb. The outlines of the machines are very similar”</p>	shape (including structure, frame, construction, and/or rounded top); theme (including concept, colors, font, and/or words to evoke idea of wealth)

7. K&M Plus<sup>20</sup> Respondents Who Gave Only Vague, Ambiguous, Unclear, and/or Irrelevant Responses (n=0)

Record	Q1a	Q2a	Q3a	Verbatims

**B. K&M&Controls<sup>18</sup> Respondents (n=54)**

1. K&M&Controls<sup>21</sup> Respondents Who Identified the Manufacturer by Name (n=1)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
3297	KT	D.C.	KMST	“Q1b. They both say IGT” “Q1bb. they identify the company” “Q3b. they look similar to two of the other machines” “Q3bb. the concept is very similar to the two of the other machines”	theme (including concept, colors, font, and/or words to evoke idea of wealth)

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<sup>18</sup> Includes those who paired K&M, but only with one or more controls.

2. K&M&Controls<sup>21</sup> Respondents Who Identified a Combination of Three or More Trade Dress Elements, with at least One Element from the Macro Group and One Element from the Micro Group (n=9)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
1657	KMST	KMST	N.O.	<p>“Q1b. shape of the machine; money bags and money; 3 reels”</p> <p>“Q1bb. physical shape of the machine (rounded at the top); two machines have very similar pictures / word layout (money bags, money) and all of them have only 3 reels”</p> <p>“Q1c. two of the machines reference gold as a theme”</p> <p>“Q2b. similar physical shape; similar themes (gold, money); only 3 reels”</p> <p>“Q2bb. similar physical characteristics and display characteristics”</p>	shape (including structure, frame, construction, and/or rounded top); theme (including concept, colors, font, and/or words to evoke idea of wealth); reels
1954	PS	KMT	D.C.	<p>“Q1b. similarities in the pay scales”</p> <p>“Q1bb. pay lines are similar. g\”</p> <p>“Q2b. similar in design, shape. they all only have 3 wheels”</p> <p>“Q2bb. the shape of the machines. three pay wheels,”</p>	design (implying design of machine); shape (including structure, frame, construction, and/or rounded top); reels
2727	KMST	KMST	D.C.	<p>“Q1b. They all have a three wheel design. They all use bold patterns on their wheels and cabinets.”</p> <p>“Q1bb. Three wheels that spin. Bright colors.”</p> <p>“Q2b. Design”</p> <p>“Q2bb. They look alike.”</p>	reels; theme (including concept, colors, font, and/or words to evoke idea of wealth); design (implying design of machine)
3658	KMST	KMST	ST	<p>“Q1b. Shape, lettering, style of machine”</p> <p>“Q1bb. The shape of the machine looks similar, the letting or wording font look pretty similar, and it looks all of the same kind style machine.”</p> <p>“Q2b. Same thing”</p>	shape (including structure, frame, construction, and/or rounded top); theme (including concept, colors, font, and/or words to evoke idea of wealth); appearance (including look, feel, and/or style)

2. K&M&Controls<sup>18</sup> Respondents Who Identified a Combination of Three or More Trade Dress Elements, with at least One Element from the Macro Group and One Element from the Micro Group (n=9) (continued)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				<p>“Q2bb. Same reasons as last answer”</p> <p>“Q3b. Same Gold”</p> <p>“Q3bb. Same gold spelling”</p>	
6684	KMS	KMST	N.O.	<p>“Q1b. They have a similar shape; they are all reel machines instead of video (reels are my favorite); and they display the winning structures similarly”</p> <p>“Q1bb. The actual shape of the machine is very similar; You win by getting 3 of something lined up; The pay table looks similar.”</p> <p>“Q2b. They are all 3-reel; They display their paytable similar.”</p> <p>“Q2bb. They have 3-reels that spin to line up to win.”</p>	shape (including structure, frame, construction, and/or rounded top); reels; payable
6947	KMT	ST	N.O.	<p>“Q1b. style, coloring, design”</p> <p>“Q1bb. similar color scheme, familiar design across all three machines”</p> <p>“Q2b. both of them have similar designs and are roughly the same size”</p> <p>“Q2bb. the color, dimensions, and set-up are roughly the same”</p>	appearance (including look, feel, and/or style); theme (including concept, colors, font, and/or words to evoke idea of wealth); design (implying design of machine)
7163	ST	KMST	N.O.	<p>“Q1b. They just look like they would be”</p> <p>“Q1bb. same concept of machine. Same layout. similar design.”</p> <p>“Q2b. similar designs and pay structures”</p> <p>“Q2bb. they are your standard 3 reel games and don't look to be boosted by gimmicks”</p> <p>“Q2c. No”</p>	shape (including structure, frame, construction, and/or rounded top); payable; reels

2. K&M&Controls<sup>18</sup> Respondents Who Identified a Combination of Three or More Trade Dress Elements, with at least One Element from the Macro Group and One Element from the Micro Group (n=9) (continued)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
7305	MT	KMPS	KMST	<p>“Q1b. upper third style, piece on the top \$ &amp; instant free pay”</p> <p>“Q1bb. the top section of each of the machines”</p> <p>“Q2b. The overall style of the machines including the colors used.”</p> <p>“Q2bb. the machines are broken down into similar parts, they favor gold and purple”</p> <p>“Q3b. styles are similar, layouts are similar”</p> <p>“Q3bb. machine sections separated in a similar fashion and same colors used”</p>	appearance (including look, feel, and/or style); layout (including size and/or shape of sections); theme (including concept, colors, font, and/or words to evoke idea of wealth)
7577	KMT	KMST	N.O.	<p>“Q1b. The Style of the machine, the shape of the machine.”</p> <p>“Q1bb. The machines are built very similarly, similar shapes, same red light on top, rounded top of the machine, etc.”</p> <p>“Q1c. K &amp; M are the exact same built machine but with different colors, words and M has a sign on top”</p> <p>“Q2b. S&amp;T are both Gold Games, K &amp; M are the same machine but different games/versions of the games”</p> <p>“Q2bb. S&amp;T are both Gold Games, K &amp; M are the same machine but different games/versions of the games”</p>	appearance (including look, feel, and/or style); shape (including structure, frame, construction, and/or rounded top); light on top of the machine; only differences being graphics (including artwork and/or name) and/or topper

3. K&M&Controls<sup>2118</sup> Respondents Who Identified One or More Trademark Elements (n=0)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>



4. K&M&Controls<sup>21</sup> Respondents Who Identified a Combination of Trade Dress and Trademark Elements (n=3)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
4358	MT	KMT	N.O.	<p>“Q1b. just the structure”</p> <p>“Q1bb. the way the machine is built and the verbiage on the front”</p> <p>“Q2b. they structure of the machines and the verbiage on the front”</p> <p>“Q2bb. look of machine and similarity in verbiage on the front”</p>	shape (including structure, frame, construction, and/or rounded top); name of the game (but not just words evoking idea of wealth)
5267	ST	KMST	D.C.	<p>“Q1b. The word GOLD”</p> <p>“Q1bb. Both display prominently, seems to be their Logo”</p> <p>“Q1c. Similar type reels”</p> <p>“Q2b. Similar look to the machines as well as similar games”</p> <p>“Q2bb. They are built to look same from afar. They also use similar fonts/letters/words on the machine”</p>	appearance (including look, feel, and/or style); theme (including concept, colors, font, and/or words to evoke idea of wealth); name of the game (but not just words evoking idea of wealth)
6680	KPT	KMP	N.O.	<p>“Q1b. style, buttons and overall age of machine (look wise)”</p> <p>“Q1bb. The way the buttons on the machines look and style of the graphics”</p> <p>“Q2b. Graphics and shapes of the machines”</p> <p>“Q2bb. the look of the machines”</p>	graphics (including artwork and/or design <i>on</i> machine); shape (including structure, frame, construction, and/or rounded top); hardware (including buttons, controls, bill acceptor, and/or ticket printer); appearance (including look, feel, and/or style)

5. K&M&Controls<sup>21</sup> Respondents Who Identified the Overall Look and Feel (Without Specifics) (n=1)

Record	Q1a	Q2a	Q3a	Verbatims
3986	D.C.	KMPST	D.C.	“Q2b. All similiar styles” “Q2bb. All remind me of classic slot machines”

6. K&M&Controls<sup>21</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=27)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
<b>Identified Only Elements from Macro Group<sup>10</sup> (n=17)</b>					
1044	KMST	KMST	D.C.	<p>“Q1b. same archway top”</p> <p>“Q1bb. all 4 have same top, arch looking or purrhaps u purrfur half moon”</p> <p>“Q1c. m and t are duplicates since they have a small rectangular box at top”</p> <p>“Q2b. ive already answered this question. y r u asking again? they all have archway/half moons.”</p> <p>“Q2bb. i meant what i wrote the first time and know i mean it for the third time. they all have archway/half moons.”</p>	shape (including structure, frame, construction, and/or rounded top)
1498	N.O.	KMT	N.O.	<p>“Q2b. the shape and visual numbers laid out”</p> <p>“Q2bb. the style used and the shape of the machine.”</p> <p>“Q2c. just the shape of the machine”</p>	shape (including structure, frame, construction, and/or rounded top); appearance (including look, feel, and/or style)
1775	KMST	N.O.	N.O.	<p>“Q1b. Similar design.”</p> <p>“Q1bb. They look alike.”</p>	design (implying design of machine); appearance (including look, feel, and/or style)
2704	KMST	KMST	N.O.	<p>“Q1b. design”</p> <p>“Q1bb. They all look similiar”</p> <p>“Q1c. All have rounded tops”</p> <p>“Q2b. the designs are very similar”</p> <p>“Q2bb. Similar height, rounded tops”</p>	design (implying design of machine); appearance (including look, feel, and/or style); shape (including structure, frame, construction, and/or rounded top); dimensions (including size and/or height)
2914	KMS	MST	N.O.	<p>“Q1b. Their general shape”</p> <p>“Q1bb. They are all shaped the same, wirh arched tops”</p> <p>“Q2b. They all are shaped the same, with arched tops and a sign or light on top.”</p>	shape (including structure, frame, construction, and/or rounded top)

6. K&M&Controls<sup>18</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=27)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				"Q2bb. Exactly what I wrote."	
3723	N.O.	KMT	N.O.	"Q2b. Style/shape" "Q2bb. Same shape, body style. More efficient production method."	appearance (including look, feel, and/or style); shape (including structure, frame, construction, and/or rounded top)
3857	D.C.	KMS	KS	"Q2b. similiar shape and style" "Q2bb. look the same" "Q3b. look the same basicallooy" "Q3bb. they look similiar"	appearance (including look, feel, and/or style); shape (including structure, frame, construction, and/or rounded top)
3873	KMST	N.O.	MT	"Q1b. shape" "Q1bb. round top and shelf or shelf like" "Q3b. fancy" "Q3bb. not quite normal slot"	shape (including structure, frame, construction, and/or rounded top)
4933	KMST	MT	D.C.	"Q1b. shape" "Q1bb. built in the same pattern" "Q1c. just look so similar" "Q2b. characteristics of both machines" "Q2bb. shape, features"	shape (including structure, frame, construction, and/or rounded top)
5051	D.C.	KMST	D.C.	"Q2b. Curved top" "Q2bb. The top of the machine is curved"	shape (including structure, frame, construction, and/or rounded top)
5137	KMS	KMS	KMS	"Q1b. Design of exterior shell and graphic panels." "Q1bb. Shape. Centralized panels. No arms to pull." "Q2b. I've already said this. Shape." "Q2bb. shape of exterior shell." "Q3b. I'm getting tired of answering this same question."	design (implying design of machine); shape (including structure, frame, construction, and/or rounded top)

6. K&M&Controls<sup>18</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=27)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				“Q3bb. this is the third time ive answered this.”	
5819	MT	KMST	KMPST	<p>“Q1b. They look similar.”</p> <p>“Q1bb. The shape and size are similar.”</p> <p>“Q1c. I like the ones with handles more than others.”</p> <p>“Q2b. Again the shape, size, and height are similar.”</p> <p>“Q2bb. I mean that 2 are alike and 2 are a little different, but their games are similar.”</p> <p>“Q2c. No.”</p> <p>“Q3b. There are only so many configurations that can happen. I would think they are all patented and thus some permissions would have to be given somewhere along the way.”</p> <p>“Q3bb. I mean the looks, the games, and especially the inner wiring and workings would be of a similar nature.”</p> <p>“Q3c. No.”</p>	shape (including structure, frame, construction, and/or rounded top); dimensions (including size and/or height)
6595	KMT	KMT	N.O.	<p>“Q1b. The machines are similar in shape and appearance.”</p> <p>“Q1bb. At first glance the all three machines resemble each other.”</p> <p>“Q2b. The machines resemble each other.”</p> <p>“Q2bb. They look similar in make.”</p>	appearance (including look, feel, and/or style); shape (including structure, frame, construction, and/or rounded top)
6795	KMPST	N.O.	N.O.	<p>“Q1b. design”</p> <p>“Q1bb. the design of each one resembles the others”</p>	design (implying design of machine)

6. K&M&Controls<sup>18</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=27)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
6871	KMT	N.O.	N.O.	<p>“Q1b. because they are shaped similar”</p> <p>“Q1bb. they all three have a similar shape”</p>	shape (including structure, frame, construction, and/or rounded top)
7492	KMT	KMT	N.O.	<p>“Q1b. Round tops”</p> <p>“Q1bb. All of the machines are round on the top”</p> <p>“Q1c. They are about the same size also”</p> <p>“Q2b. They are shaped similar, round tops and same hieght.”</p> <p>“Q2bb. ?”</p> <p>“Q2c. NO”</p>	shape (including structure, frame, construction, and/or rounded top); dimensions (including size and/or height)
7535	KMST	KMST	N.O.	<p>“Q1b. The shape of the machines”</p> <p>“Q1bb. How they are all curved on top”</p> <p>“Q2b. Because of how they look,”</p> <p>“Q2bb. How they are all curved on top”</p>	shape (including structure, frame, construction, and/or rounded top)
<b>Identified Only Elements from Micro Group<sup>12</sup> (n=5)</b>					
2327	D.C.	MT	KMST	<p>“Q2b. Game configuration.”</p> <p>“Q2bb. The slots look similar.”</p> <p>“Q3b. Slot reels.”</p> <p>“Q3bb. Standard reels used in traditional slot machines.”</p>	reels
3672	KMT	KMT	N.O.	<p>“Q1b. I have played them all and did so because of the similarities.”</p> <p>“Q1bb. I am familiar with the game rules and they seemed similar to me. I did well on them.”</p> <p>“Q2b. Games are similar and the</p>	type (including bingo and/or gameplay)

6. K&M&Controls<sup>18</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=27)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				bingo portion of two of them are alike.”  “Q2bb. They have rules that are very similar and the way the bingo wins appear are similar.”	
4083	KMPST	N.O.	N.O.	“Q1b. Because they all have the basic design layout.”  “Q1bb. They all have the same types of play buttons and scrolls for the images used to line up for a play.”	layout (including size and/or shape of sections); hardware (including buttons, controls, bill acceptor, and/or ticket printer)
5933	KMP	ST	N.O.	“Q1b. color schemes”  “Q1bb. similar colors and metals”  “Q2b. the machine designs are similar”  “Q2bb. the machine designs are similar”	theme (including concept, colors, font, and/or words to evoke idea of wealth)
6429	KMST	ST	PS	“Q1b. Money and Gold”  “Q1bb. 2 relate to money and 2 relate to Gold”  “Q2b. Both refer to Gold”  “Q2bb. Both machine refer to the word Gold”  “Q3b. Because of the graphics”  “Q3bb. No other comment”	theme (including concept, colors, font, and/or words to evoke idea of wealth)
<b>Identified Only One Element from Macro Group and One Element from Micro Group (n=5)</b>					
1363	D.C.	KMS	D.C.	“Q2b. the way they are built and coloring”  “Q2bb. same shape and same colors”  “Q2c. same format”	shape (including structure, frame, construction, and/or rounded top); theme (including concept, colors, font, and/or words to evoke idea of wealth)
1914	KMST	KMST	D.C.	“Q1b. The shape and the payout wheel.”  “Q1bb. They have an arched top, and similar symbols..”	shape (including structure, frame, construction, and/or rounded top), reels

6. K&M&Controls<sup>18</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=27)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				<p>“Q1c. K and M are almost identical.”</p> <p>“Q2b. The arched tops, silver color, similar symbols on the wheel.”</p> <p>“Q2bb. I can't get any more specific.”</p>	
3225	D.C.	KMST	D.C.	<p>“Q2b. Similar layouts.”</p> <p>“Q2bb. The overall design and control display layouts.”</p>	layout (including size and/or shape of sections); design (implying design of machine)
6325	KMT	MT	N.O.	<p>“Q1b. the colors and the design.”</p> <p>“Q1bb. It is a very sporty and attractive design that would encourage anyone to play and enter a casino to relax”</p> <p>“Q1c. if I had a symbol that would spin on the top, it would be much more striking”</p> <p>“Q2b. by the logos above it seems that they are made by the same company or by an associated company”</p> <p>“Q2bb. they almost look like the same machines with different models”</p>	theme (including concept, colors, font, and/or words to evoke idea of wealth); design (implying design of machine)
6712	MT	KMST	N.O.	<p>“Q1b. They are in the same type of format.”</p> <p>“Q1bb. They look similar.”</p> <p>“Q1c. Both are 3 reel with progressives and the machines have the same shape.”</p> <p>“Q2b. All have similar shapes.”</p> <p>“Q2bb. Rounded at top.”</p> <p>“Q2c. 3 reels”</p>	reels; shape (including structure, frame, construction, and/or rounded top)



7. K&M&Controls<sup>21</sup> Respondents Who Gave Only Vague, Ambiguous, Unclear, and/or Irrelevant Responses (n=13)

Record	Q1a	Q2a	Q3a	Verbatims
86	D.C.	D.C.	KMP	<p>“Q3b. The machine is all electronic and it has 4 rows instead of 3.”</p> <p>“Q3bb. Yes, when I say electronic I mean the wheels spin differently?”</p>
327	KS	KMST	N.O.	<p>“Q1b. just by the wheel”</p> <p>“Q1bb. the spin wheel looks about the same and would be the sam effect just different decals”</p> <p>“Q2b. they are all spin wheel”</p> <p>“Q2bb. the wheel spin like each other”</p>
2730	MT	KMT	N.O.	<p>“Q1b. The way the top extends out to get your attention. Also some companies may want to put out two different to attract different people.”</p> <p>“Q1bb. The other machines do not have the additional top piece. I meant that a company trying to make money will make similar products but with different colors or options to attract everyone to one of their two products.”</p> <p>“Q1c. They both have 777 on the options to win.”</p> <p>“Q2b. These three have the spin option where you see the three options.”</p> <p>“Q2bb. The section where the fruit or numbers all have to match.”</p>
3680	N.O.	N.O.	KMPST	<p>“Q3b. They look like they would.”</p> <p>“Q3bb. If not that is ok. I don't see anyone famous or any trade marks.”</p> <p>“Q3c. no”</p>
3745	KMST	KPST	N.O.	<p>“Q1b. design and game face”</p> <p>“Q1bb. they look the same”</p> <p>“Q2b. they're mechanical P is digital I put it there by mistake”</p> <p>“Q2bb. P is not the same as the others”</p>
3982	KP	KMP	D.C.	<p>“Q1b. Bright Metal Trim”</p> <p>“Q1bb. Shiney”</p> <p>“Q2b. Simalar trim”</p> <p>“Q2bb. Outside trim looks the same”</p>
4428	MST	D.C.	KMPS	<p>“Q1b. Lucky 7”</p> <p>“Q1bb. yes”</p>

7. K&M&Controls<sup>21</sup> Respondents Who Gave Only Vague, Ambiguous, Unclear, and/or Irrelevant Responses (n=13) (continued)

Record	Q1a	Q2a	Q3a	Verbatims
				<p>“Q3b. None of them has a handle”</p> <p>“Q3bb. only one has a handle”</p>
4619	KMPST	KMPST	D.C.	<p>“Q1b. It is a company”</p> <p>“Q1bb. It made by a company”</p> <p>“Q2b. They are machines”</p> <p>“Q2bb. Machines”</p>
5907	D.C.	KPS	KMPS	<p>“Q2b. I'm not sure”</p> <p>“Q2bb. I'm not sure”</p> <p>“Q2c. I'm not sure”</p> <p>“Q3b. I'm not sure”</p> <p>“Q3bb. is good”</p> <p>“Q3c. i like it”</p>
6887	KMPST	KMPST	D.C.	<p>“Q1b. There are very few companies that make slot machines.”</p> <p>“Q1bb. There are just a few companies that make slot machines”</p> <p>“Q2b. There are just a few companies that makes slot machines.”</p> <p>“Q2bb. There are only a few companies that produce slot machines.”</p>
7029	KMST	KMST	N.O.	<p>“Q1b. They have the same design on the top that wavy shape is very striking and different from the other”</p> <p>“Q1bb. When you see them up close the 4 machines are wavy and that makes me think that it is from the same company”</p> <p>“Q2b. For example, the K AND LA S machine for me is from the same company. Or they are associated, since they are equal and the M and the T equal to the same example are an equal design”</p> <p>“Q2bb. They are associated machines or the same creator since they have a very nice resemblance the 4 machines a design of the new century”</p>
7038	KMST	PS	ST	<p>“Q1b. brand name”</p> <p>“Q1bb. the brand name in the machine”</p> <p>“Q2b. have the same logo”</p> <p>“Q2bb. well, the image in the machine is similar”</p> <p>“Q3b. looks similar”</p>

7. K&M&Controls<sup>21</sup> Respondents Who Gave Only Vague, Ambiguous, Unclear, and/or Irrelevant Responses (n=13) (continued)

Record	Q1a	Q2a	Q3a	Verbatims
				"Q3bb. the names are similar"
7344	KMPST	N.O.	D.C.	<p>"Q1b. The machines are fairly generic and are made so that the covers can be changed so as to appear like new type of games. The inside with the computer system, can be programmed to operate all sorts of game settings; making it easy to change to looks and games on a machine at any time."</p> <p>"Q1bb. I mean the covers that show the type of game being played can easily be changed from one game to another and only required reprogramming the computer inside if the value =s change; like going from penny machine to quarter machine and how much money can be bet at a time."</p> <p>"Q1c. The machines are easier to maintain when they are all built with basically the same platform."</p>

### III. Control (n=60)

#### A. K or M with Control(s)<sup>19</sup> Respondents (n=35)

##### 1. K or M with Control(s)<sup>22</sup> Respondents Who Identified the Manufacturer by Name (n=2)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
7119	KS	KS	N.O.	“Q1b. i believe they are both made by IGT”  “Q1bb. same company”  “Q2b. because i have played them”  “Q2bb. it's self-explanatory”	N/A
6511	MS	N.O.	N.O.	“Q1b. I thought I saw SG on both.”  “Q1bb. The logo.”	N/A

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<sup>19</sup> Including K&Controls, M&Controls, and K&Controls and M&Controls, but not including Controls Only because the reasons respondents identified Controls Only do not provide insight into the reasons why respondents identified K&M.

2. K or M with Control(s)<sup>22</sup> Respondents Who Identified a Combination of Three or More Trade Dress Elements, with at least One Element from the Macro Group and One Element from the Micro Group (n=0)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>

3. K or M with Control(s)<sup>22</sup> Respondents Who Identified One or More Trademark Elements (n=0)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>

4. K or M with Control(s)<sup>22</sup> Respondents Who Identified a Combination of Trade Dress and Trademark Elements (n=0)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>

5. K or M with Control(s)<sup>22</sup> Respondents Who Identified the Overall Look and Feel (Without Specifics) (n=7)

Record	Q1a	Q2a	Q3a	Verbatims
2338	N.O.	MT	N.O.	"Q2b. style" "Q2bb. They have the same look."
2977	MT	N.O.	N.O.	"Q1b. no real reason. They just look like theire made by the same company" "Q1bb. they look alike"
3224	MS	N.O.	N.O.	"Q1b. style appears the same" "Q1bb. the features are the same"
3947	N.O.	MST	N.O.	"Q2b. style" "Q2bb. they look similar"
4235	D.C.	D.C.	MT	"Q3b. Similar style of machine with the screen at the top. Look very much alike!" "Q3bb. At first glance they look like the same machine and you would have to look very closely to distinguish one from another."
6484	D.C.	MT	N.O.	"Q2b. they are the same style." "Q2bb. they are the same type of machine"
6520	N.O.	MT	N.O.	"Q2b. they look similar" "Q2bb. they just do"



6. K or M with Control(s)<sup>22</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=9)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
<b>Identified Only Elements from Macro Group<sup>10</sup> (n=6)</b>					
2190	KT	KT	D.C.	<p>“Q1b. size and shape”</p> <p>“Q1bb. the 2 machines are basically the same size and shape”</p> <p>“Q2b. pretty much same size and shape”</p> <p>“Q2bb. that they look very similar”</p>	dimensions (including size, height, and/or width); shape (including structure, frame, construction, and/or rounded top)
2354	MT	N.O.	D.C.	<p>“Q1b. similar appearance and gaming idea”</p> <p>“Q1bb. They look alike in their appearance and structure.”</p>	appearance (including look, feel, and/or style); shape (including structure, frame, construction, and/or rounded top)
2492	KT	MST	D.C.	<p>“Q1b. they have a similar shape”</p> <p>“Q1bb. they are similar in size with an arc at the top as a header”</p> <p>“Q1c. They have a variety of colors”</p> <p>“Q2b. they look similar in shape and have an arched header”</p> <p>“Q2bb. all are vertical rectangles and have an arched header piece”</p>	shape (including structure, frame, construction, and/or rounded top); dimensions (including size, height, and/or width)
3482	KST	ST	N.O.	<p>“Q1b. Same Shapes”</p> <p>“Q1bb. Case of Machines are alike”</p> <p>“Q2b. Same Cases”</p> <p>“Q2bb. They have the same shape cases”</p>	shape (including structure, frame, construction, and/or rounded top)
5824	MT	N.O.	N.O.	<p>“Q1b. they have the same kind of design”</p> <p>“Q1bb. they have the same kind of features to them”</p>	design (implying design of machine)
6650	MT	D.C.	MT	<p>“Q1b. The shape, height &amp; the Extra added section added to the very Top.”</p> <p>“Q1bb. When compared with the</p>	appearance (including look, feel, and/or style); shape (including structure, frame, construction, and/or rounded top); dimensions

6. K or M with Control(s)<sup>19</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=9) (continued)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				<p>other slightly shorter Slot Machines, they seem to be more of a boxier old style design. I believe a lot of the newer Slot Machines have more whistles &amp; bells &amp; attention getting features at the top &amp; often taller as well.”</p> <p>“Q1c. Nothing else that I can think of just now.”</p> <p>“Q3b. If these 2 machines were not made by the same company, then perhaps they had to get approval to Also add the section at the Top, in the event they had a patent on that design?”</p> <p>“Q3bb. Simply that based on Patents already filed, or owned on Designs, etc., I've heard that companies have to get permissions or find ways they can come close but not be considered to be Copying a Patent Owners Designs, etc..”</p> <p>“Q3c. Nothing that I can think of just now.”</p>	(including size, height, and/or width)
<b>Identified Only Elements from Micro Group<sup>12</sup> (n=2)</b>					
4808	KT	KT	D.C.	<p>“Q1b. bingo board”</p> <p>“Q1bb. the board in the corner that hits numbers”</p> <p>“Q2b. screen display”</p> <p>“Q2bb. bingo board”</p>	type (including bingo and/or gameplay)
6783	MT	MT	N.O.	<p>“Q1b. They are made similiar.”</p> <p>“Q1bb. They look like the same theme.”</p> <p>“Q2b. Same theme”</p> <p>“Q2bb. na”</p>	theme (including concept, colors, font, and/or words to evoke idea of wealth)
<b>Identified Only One Element from Macro Group and One Element from Micro Group (n=1)</b>					
6682	D.C.	MP	N.O.	“Q2b. Styling”	dimensions (including size, height, and/or width); theme

6. K or M with Control(s)<sup>19</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=9) (continued)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
				"Q2bb. They look similar in color and size."	(including concept, colors, font, and/or words to evoke idea of wealth)

7. K or M with Control(s)<sup>22</sup> Respondents Who Gave Only Vague, Ambiguous, Unclear, and/or Irrelevant Responses (n=17)

Record	Q1a	Q2a	Q3a	Verbatims
113	D.C.	KP	N.O.	<p>“Q2b. SAME PLAY CHARACTERISTICS”</p> <p>“Q2bb. same game mechanics”</p>
1467	N.O.	MST	N.O.	<p>“Q2b. They look similar, the features are the same ex. the numbers and letters.”</p> <p>“Q2bb. the numbers and letters look the same.”</p>
2383	MT	D.C.	D.C.	<p>“Q1b. i do not remember”</p> <p>“Q1bb. yes”</p>
2430	ST	MPST	D.C.	<p>“Q1b. it is possible that I have made a mistake. now they do not appear to be of similar nature”</p> <p>“Q1bb. I mean that I changed my mind”</p> <p>“Q2b. from a business prospective it is unlikley that very many choices exist for consumers of gambling machines”</p> <p>“Q2bb. business consolidation”</p>
3332	N.O.	N.O.	KP	<p>“Q3b. different style Square top”</p> <p>“Q3bb. not a rounded top”</p>
4478	MT	KS	N.O.	<p>“Q1b. because they have the screen on top”</p> <p>“Q1bb. there is a monitor on top of the machine, it would appear they possibly are made by the same company”</p> <p>“Q2b. they have similar formats”</p> <p>“Q2bb. they look alike”</p>
4929	N.O.	MT	N.O.	<p>“Q2b. 7's with 3 coin paylines.”</p> <p>“Q2bb. each machine has a payline based on 1 to 3 coins played. And the look of the 7's.”</p>
5197	MT	D.C.	D.C.	<p>“Q1b. the top design”</p> <p>“Q1bb. The extra signage put on top of the machine”</p>
5629	KP	N.O.	N.O.	<p>“Q1b. similar base could be used for multiple machines”</p> <p>“Q1bb. in manufacturing less setup in the process”</p>
5776	MS	D.C.	D.C.	<p>“Q1b. They have similar designs with the red 7's”</p> <p>“Q1bb. Their slots look kind of the same”</p>
5835	KP	D.C.	MP	<p>“Q1b. they look like the setup up is very similar”</p> <p>“Q1bb. they have what appears to be the same logo up top”</p> <p>“Q1c. they both have light indicators for winning”</p> <p>“Q3b. they both seem to have high payouts”</p>

7. K or M with Control(s)<sup>19</sup> Respondents Who Gave Only Vague, Ambiguous, Unclear, and/or Irrelevant Responses (n=17) (continued)

Record	Q1a	Q2a	Q3a	Verbatims
				"Q3bb. the companies that are the same tend to pay equeal on all machines"
6486	D.C.	MS	MP	"Q2b. not sure" "Q2bb. I dont know" "Q2c. its fantastic made" "Q3b. its great" "Q3bb. i like it"
6556	MST	N.O.	N.O.	"Q1b. not sure" "Q1bb. that im not sure"
6565	MS	MS	N.O.	"Q1b. branding is similar" "Q1bb. it is the same look" "Q2b. i already wrote this, they look the same" "Q2bb. please read the aove"
7022	D.C.	D.C.	KP	"Q3b. it looks like it" "Q3bb. that what i fell about it"
7137	MP	N.O.	N.O.	"Q1b. Just quessing" "Q1bb. I think they could possibly be made by same company. Machines don't have to have the same looks to be made by same company."
7228	D.C.	KST	N.O.	"Q2b. Gold in each of S & T. and K was similar in style to another one that did not get transferred with my answer" "Q2bb. There was a machine similar in dimensions to K that did not get transferred with my response"

**B. Controls Only<sup>20</sup> Respondents (n=25)**

1. Controls Only<sup>23</sup> Respondents Who Identified the Manufacturer by Name (n=0)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>

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<sup>20</sup> As mentioned, the reasons respondents identified Controls Only do not provide insight into the reasons why respondents identified K&M. Nonetheless, we have included these respondents out of a desire to be comprehensive.

2. Controls Only<sup>23</sup> Respondents Who Identified a Combination of Three or More Trade Dress Elements, with at least One Element from the Macro Group and One Element from the Micro Group (n=4)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
618 <sup>21</sup>	D.C.	ST	KMPST	<p>“Q2b. They look similar in height and the way they look. Also talks about gold.”</p> <p>“Q2bb. They just have a similar look. They look the same. They also mention winning gold.”</p> <p>“Q3b. I think all of these machines have to have permission.”</p> <p>“Q3bb. I just believe in the gaming and gambling industry you have to have permission.”</p>	appearance (including look, feel, and/or style); dimensions (including size, height, and/or width); theme (including concept, colors, font, and/or words to evoke idea of wealth)
1964	ST	N.O.	D.C.	<p>“Q1b. The design and text seem to be very similar.”</p> <p>“Q1bb. The design of the physical machine on both have the same structure/shape.”</p>	design (implying design of machine); theme (including concept, colors, font, and/or words to evoke idea of wealth); shape (including structure, frame, construction, and/or rounded top)
6833	PS	PS	N.O.	<p>“Q1b. Gold Tones, similar keyboard placement”</p> <p>“Q1bb. Their appearance is similar.”</p> <p>“Q1c. Lights on top are similar”</p> <p>“Q2b. They are both using Gold to grab the gambler.”</p> <p>“Q2bb. Appearance and color”</p>	appearance (including look, feel, and/or style); theme (including concept, colors, font, and/or words to evoke idea of wealth); light on top of the machine
7557	D.C.	PST	D.C.	<p>“Q2b. The design and colors on the machines. The design shows similar aspects such as the buttons and the colors are bright and vivid to draw attention to them.”</p> <p>“Q2bb. I mean that these machines seem to have more thought put into how they are viewed to attract attention to them.”</p>	design (implying design of machine); theme (including concept, colors, font, and/or words to evoke idea of wealth); hardware (including buttons, controls, bill acceptor, and/or ticket printer)

<sup>21</sup> Although respondent paired K&M with P&S&T in Q3a, respondent’s verbatim responses suggest that he or she did so only because he or she did not fully understand this question.

3. Controls Only<sup>23</sup> Respondents Who Identified One or More Trademark Elements (n=2)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
5769	ST	N.O.	N.O.	<p>“Q1b. They have similar graphics and both say GOLD. They both use the 7.”</p> <p>“Q1bb. The graphics are close in similarity.”</p>	graphics (including artwork and/or design <i>on</i> machine)
6403	ST	D.C.	N.O.	<p>“Q1b. the same name and players”</p> <p>“Q1bb. the same company”</p>	name



4. Controls Only<sup>23</sup> Respondents Who Identified a Combination of Trade Dress and Trademark Elements (n=0)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>

5. Controls Only<sup>23</sup> Respondents Who Identified the Overall Look and Feel (Without Specifics) (n=1)

Record	Q1a	Q2a	Q3a	Verbatims
1577	ST	ST	D.C.	"Q1b. most alike" "Q1bb. look closest" "Q2b. look most alike by same brand" "Q2bb. same maker"

6. Controls Only<sup>23</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=14)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
<b>Identified Only Elements from Macro Group<sup>10</sup> (n=5)</b>					
1994	PS	D.C.	D.C.	“Q1b. they look kind of similar” “Q1bb. they have the same boxy design”	design (implying design of machine)
2413	ST	N.O.	N.O.	“Q1b. shape” “Q1bb. arm rest”	shape (including structure, frame, construction, and/or rounded top)
2583	N.O.	ST	D.C.	“Q2b. The build of the machine such as the height and the round top. The trays attached to the machines are similar. The colors of the items are bright” “Q2bb. They seem to be the same height and the trays are not square but adjust to the body. The colors of the 7's, etc are seem brighter than the other machines to attract gamblers.”	shape (including structure, frame, construction, and/or rounded top)
5753	ST	N.O.	N.O.	“Q1b. Shaped the same and look comparable” “Q1bb. Have the same dome shape”	shape (including structure, frame, construction, and/or rounded top)
7486	N.O.	N.O.	ST	“Q3b. Similar design and mechanics. One has the arm to pull and the other doesn't which is the biggest difference to me.” “Q3bb. Machines look alike.”	design (implying design of machine)
<b>Identified Only Elements from Micro Group<sup>12</sup> (n=6)</b>					
565	PS	ST	N.O.	“Q1b. just a hunch” “Q1bb. just guessing” “Q2b. both have gold in their names both have blazing 7 reels” “Q2bb. the word gold' is in both names see 7's on both sets of reels”	theme (including concept, colors, font, and/or words to evoke idea of wealth)
3105	N.O.	ST	N.O.	“Q2b. The word Gold featured prominently” “Q2bb. I mean the word Gold appears in the on the machine display”	theme (including concept, colors, font, and/or words to evoke idea of wealth)

6. Controls Only<sup>20</sup> Respondents Who Identified Trade Dress Elements, but Only Elements from the Macro Group or Only Elements from the Micro Group or Only One Element from Each (n=14) (continued)

Record	Q1a	Q2a	Q3a	Verbatims	Code <sup>3</sup>
4893	D.C.	PST	D.C.	"Q2b. Color theme" "Q2bb. colors used in designing the machine"	theme (including concept, colors, font, and/or words to evoke idea of wealth)
5911	ST	ST	D.C.	"Q1b. Has a similar name" "Q1bb. Both names have Gold in them" "Q2b. Both have gold in name" "Q2bb. Machine names are similar"	theme (including concept, colors, font, and/or words to evoke idea of wealth)
6490	ST	ST	N.O.	"Q1b. GOLD Highlighted" "Q1bb. LETTERS GOLD HIGHLIGHTED" "Q2b. GOLD LETTERING" "Q2bb. THE LETTERS GOLD IN THE TOP OF MACHINE"	theme (including concept, colors, font, and/or words to evoke idea of wealth)
6893	D.C.	N.O.	ST	"Q3b. similar names" "Q3bb. They both have Gold in their names which could cause trademarking issues"	theme (including concept, colors, font, and/or words to evoke idea of wealth)
<b>Identified Only One Element from Macro Group and One Element from Micro Group (n=3)</b>					
2177	N.O.	ST	N.O.	"Q2b. both have wheels and a tray on gthe front." "Q2bb. the wheels spin to show combinations that may cause winning spins. The cabinet designs are alike."	reels; design (implying design of machine)
2536	ST	N.O.	D.C.	"Q1b. very simular design" "Q1bb. they look some what alike" "Q1c. three window spinners"	design (implying design of machine); reels
4030	ST	N.O.	N.O.	"Q1b. they each have 3 rolls are about the same height" "Q1bb. Like a 7 on each roll and the machines look to the same height"	reels; dimensions (including size, height, and/or width)

7. Controls Only<sup>23</sup> Respondents Who Gave Only Vague, Ambiguous, Unclear, and/or Irrelevant Responses (n=4)

Record	Q1a	Q2a	Q3a	Verbatims
1953	D.C.	ST	D.C.	"Q2b. they are both slot machines" "Q2bb. they are machines that I would pick to play on"
4637	ST	N.O.	N.O.	"Q1b. the look of the screen" "Q1bb. same symbols"
6607	ST	N.O.	N.O.	"Q1b. Words and mechanical similarities" "Q1bb. obvious"
7392	ST	N.O.	N.O.	"Q1b. layout" "Q1bb. design of barrels" "Q1c. screen"

8/10/2018

**Appendix G**  
**Wind Trial and Deposition Testimony 2014-2018**

**2014**

- Sweet Street Desserts, Inc. v. Chudleigh's LTD., United States District Court for the Eastern District of Pennsylvania – C.A. No. 5:12-CV-3363 MMB  
[Pattishall, McAuliffe]  
*Trial*
- Legalzoom.com v. Rocket Lawyer., U.S. District Court of the Central District of California, No. CV12-9942-GAF (AGR<sub>x</sub>)  
[Goodwin Proctor]  
*Deposition*
- Western Sugar Cooperative, et al v. Archer Daniels-Midland Co., et al. U.S. District Court of the Central District of California, No. CV11-3473-CBM (MAN<sub>x</sub>)  
[Winston & Strawn]  
*Deposition*

**2015**

- Fieldturf USA, Inc. and Fieldturf Tarkett, Inc. v. Astroturf, LLC, United States District Court Eastern District of Michigan Southern Division, No.2:10-cv-12492-SJM-MJH  
[Winston & Strawn]  
*Deposition and Trial*
- POM Wonderful LLC, a Delaware limited liability company, v. The Coca-Cola Company, a Delaware corporation; and DOES 1-10 inclusive, United States District Court Central District of California, No. CV-08-06237 SJO (MRW)  
[Roll Law Group]  
*Deposition and Trial (March 2016)*

**2016**

- David Davies d/b/a Davies Home Services, individually and as the representative of a class of similarly-situated persons v. W.W. Grainer, INC., United States District Court For the Northern District of Illinois Eastern Division, No. 13-cv-3546  
[Winston & Strawn]  
*Deposition*
- Sequoia Pacific Solar I, LLC, and Eiger Lease Co., LLC v. The United States of America, United States Court of Federal Claims, No. 13-139C  
[Covington & Burling]  
*Deposition*
- Federal Trade Commission v. DIRECTV, a corporation and DIRECTV, LLC, United States District Court, Northern District of California, San Francisco Division, No. 3:15-cv-01129 HSG  
[Sidley Austin]  
*Deposition*
- Yeti Coolers, LLC v. RTIC Coolers, LLC; John Jacobsen; and James Jacobsen, United States District Court, Western District of Texas, Austin Division, No. 1:15-cv-00597-rp  
[Global Business Expert Groups]  
*Deposition*

8/10/2018

**2017**

- Patrick Garrett, Jeff Mains and Linda Eustice, individually and on behalf of all other similarly situated v. Bumble Bee Foods, LLC, Superior Court of the State of California, County of Santa Clara, No. 114CV264322  
[Perkins Coie]  
*Testimony*
- Federal Trade Commission v. DIRECTV, United States District Court, Northern District of California, No. 15-1129  
[Sidley Austin]  
*Deposition*
- Roth Licensing, LLC v. GAC International, LLC, ADR Services, No. 15-3234  
[Goodell, DeVries]  
*Testimony*

**2018**

- Sandoz, Inc. v. Glaxo Group LTD, United States Patent and Trademark Office, Trademark Trial and Appeal Board, No. 91,229,470  
[Pattishall McAuliffe]  
*Deposition*
- Buckeye Tree Lodge and Sequoia Village Inn, LLC v. Expedia, Inc; Hotels.com, L.P.; Hotels.com GP, LLC; Orbitz, LLC; Trivago GmbH; Venere Net S.R.L DBA Venere Net, LLC; Expedia Australia Investments PTY LLD, United States District Court for the Northern District of California, No. 3:16-cv-04721-VC  
[Covington Burling]  
*Deposition*
- Nisha Brown, Kathy Williamson, individually and on behalf of all others similarly situated vs. Wal-mart Stores, Inc., and Does 1 20 through 50 inclusive, United States District Court, Northern District of California, San Jose Division, No. 09-cv-03339-EJD  
[Katten Muchin Rosenman]  
*Deposition*
- Forever 21, Inc v. Gucci America, Inc, United States District Court, Central District of California, Western Division, No. 2:17-cv-4706 SJO (ex)  
[Katten Muchin Rosenman]  
*Deposition*

**Appendix H**  
**List of Materials Reviewed**

- Complaint filed in *Video Gaming Technologies v. Castle Hill Castle Hill Studios LLC, et al.*, Civil Action No. 4:17-cv-00454-GKF-JFJ
- First Amended Complaint filed in *Video Gaming Technologies v. Castle Hill Castle Hill Studios LLC, et al.*, Civil Action No. 4:17-cv-00454-GKF-JFJ
- Answer to First Amended Complaint filed in *Video Gaming Technologies v. Castle Hill Castle Hill Studios LLC, et al.*, Civil Action No. 4:17-cv-00454-GKF-JFJ
- Plaintiff's Sixth Supplemental Objections and Responses to Defendant Castle Hill Studio LLC's First Set of Interrogatories (Nos. 1-13), dated Aug. 6, 2018
- Defendants' Third Supplemental Objections and Responses to Plaintiff's First Interrogatories to Defendants, July 29, 2018
- Excerpts of Deposition Transcript of Brandon Booker, dated July 10, 2018
- Excerpts of Deposition Transcript of Sarah Carlson, dated June 21, 2018
- Excerpts of Deposition Transcript of Craig Eubanks, dated April 25, 2018
- Excerpts of Deposition Transcript of Butch McGill, dated May 10, 2018
- Excerpts of Deposition Transcript of Ryan North, dated April 26, 2018
- Excerpts of Deposition Transcript of Alan Roireau, dated May 15, 2018
- Excerpts of Deposition Transcript of Andrew Scheiner, dated April 19, 2018
- Excerpts of Deposition Transcript of Jay Seigny, dated July 12, 2018
- Excerpts of Deposition Transcript of Richard Sisson, dated April 17, 2018
- Excerpts of Deposition Transcript of Jason Sprinkle, dated May 18, 2018
- Excerpts of Deposition Transcript of Jason Sprinkle, dated July 11, 2018
- Excerpts of Deposition Transcript of James Starr, dated May 23, 2018
- Excerpts of Deposition Transcript of Arthur Watson, dated July 12, 2018
- Excerpts of Deposition Transcript of Jon Yarbrough, dated July 11, 2018
- VGT0000096
- VGT0000139-01662
- VGT0001673-687
- VGT0001693-1786
- VGT0006762-69
- VGT0006959-970
- VGT0007003-04
- VGT0007074
- VGT0007183-7545
- VGT0007548
- VGT0007561-62
- VGT0007569-573
- VGT0007594-95
- VGT0009553-010188
- VGT0010189-0254
- VGT0010605-07
- VGT0010622-643



- VGT0013662-3779
- VGT0017549-7780
- VGT0018916-17
- VGT0030969-31071
- VGT0052878-2985
- VGT0053034-095
- VGT0056086-87
- VGT0056091-92
- VGT0056098-6101
- VGT0056283-6402
- VGT0064927
- CHG0008379-380
- CHG0008682-683
- CHG0008779-781
- CHG0008905-921
- CHG0008922
- CHG0009315-17
- CHG0015304
- CHG0023869-870
- CHG0024015-18
- CHG0033528
- CHG0033797
- CHG0041144-45
- CHG0090058
- CHG0090196-0218
- CHG0090348
- CHG0090601-02
- CHG0090613-15
- CHG0090622-23
- CHG0090822-23
- CHG0091643-44
- CHG0123758-59
- CHG0135488
- YARBROUGH0000533
- VGT, “About VGT,” <http://www.vgt.net/about-vgt/>
- Telephone conference with Ryan North on August 9, 2018

**Appendix I**  
**Comparison of Artwork**

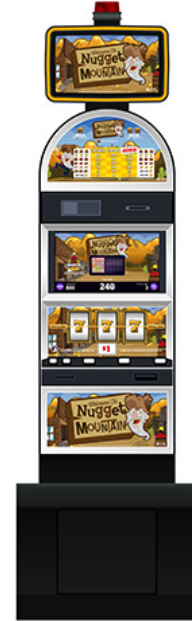
VGT - Crazy Billions



VGT - Dynamite Daisy



CHG - Welcome to Nugget Mountain



VGT - Mr. Money Bags



CHG - New Money



VGT - Polar High Roller



CHG - Arctic Cash



CHG - Arctic Ice



VGT - The Lucky Leprechaun



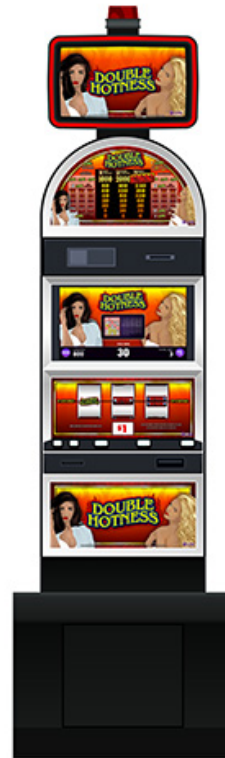
CHG - Dublin Your Luck



VGT - Hot Red Ruby



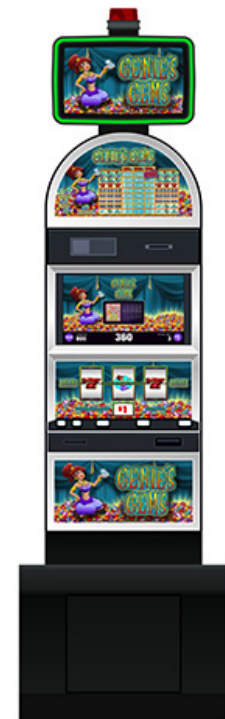
CHG - Double Hotness



VGT - Gems and Jewels



CHG - Genie's Gems



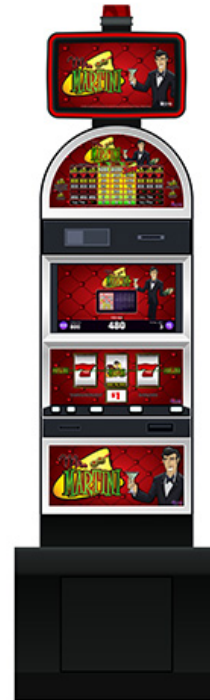
VGT - Mr. Millionaire



CHG - Mr. Martini: Vegas Baby



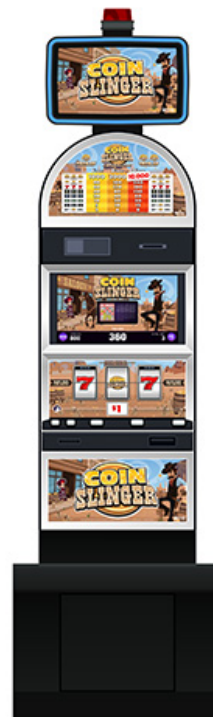
CHG - Mr. Martini



VGT - Greenback Jack



CHG - Coin Slinger



VGT - Planetary Pigs



CHG - Aces & Hogs



VGT - Countin' Cash



VGT - Ca\$hin' in



CHG - Amazing Ca\$h





VGT - Radiant Rocks<sup>1</sup>

CHG - 10,000 Diamonds



CHG - 20,000 Diamonds



VGT - Cap'n Crabby's Ca\$h



CHG - Captain Bacon

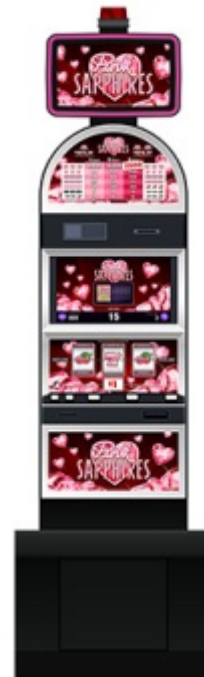


<sup>1</sup> As described in the Complaint, VGT also has another diamond-themed game, Diamond Fever, not pictured here.

VGT - Red Hot Rubies x2



CHG - Pink Sapphires



VGT - Crazy Cherry

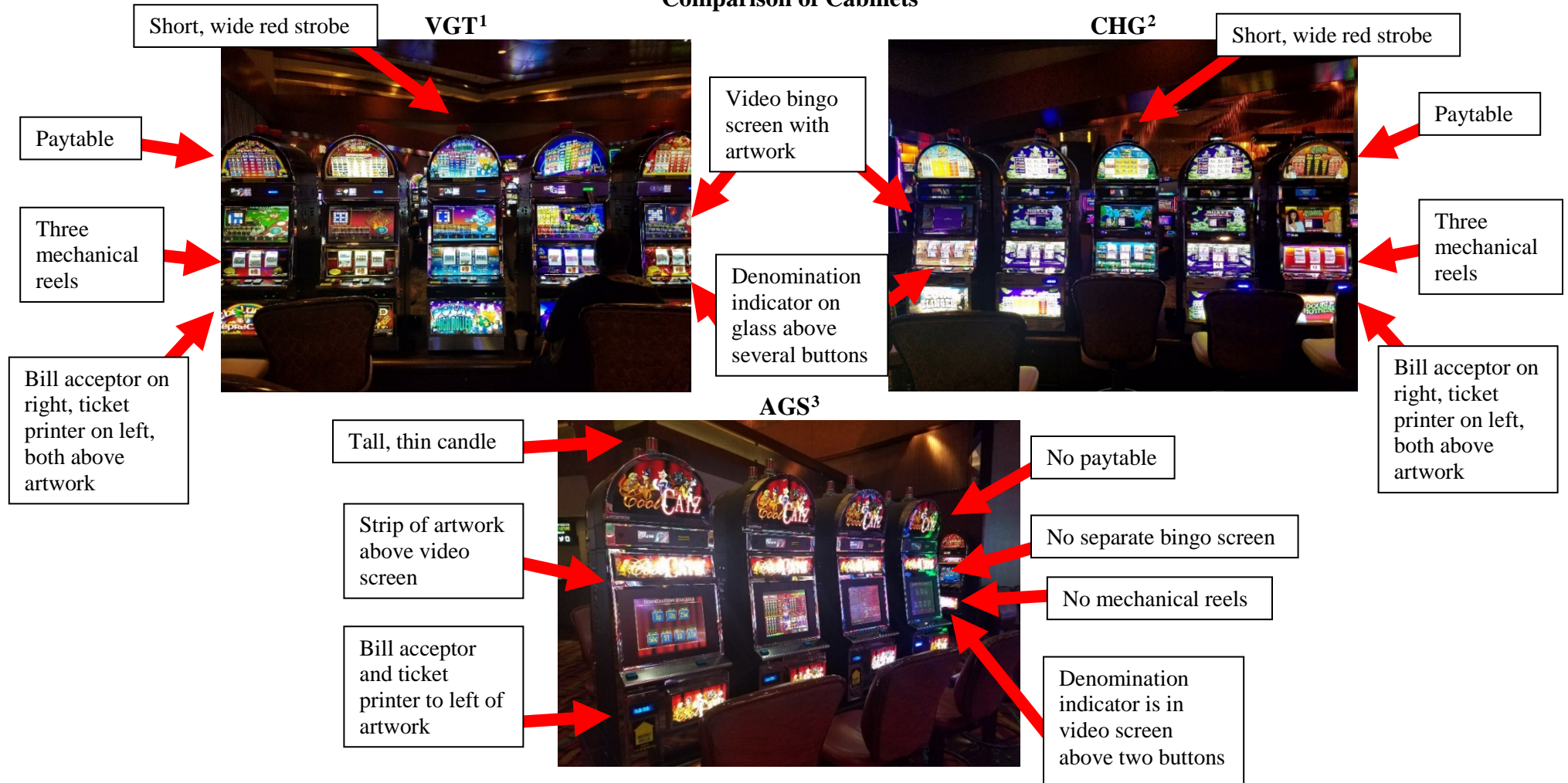


CHG - Amazing Cherry





**Appendix J**  
**Comparison of Cabinets**



<sup>1</sup> VGT0007003.

<sup>2</sup> VGT0007004.

<sup>3</sup> VGT0007074.



**Appendix K**  
**Comparison of Strobe Lights**

VGT<sup>1</sup>CHG<sup>2</sup>

(SL-1301-SAQ shown)

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<sup>1</sup> Excerpted from Seco-Larm, SL-126 Strobe Lights (VGT0056100-01).

<sup>2</sup> Excerpted from Seco-Larm, Enforcer - LED Strobe Lights (VGT0056098-99).

**Appendix L**  
**Examples of VGT and CHG Games in Close Proximity**



<sup>1</sup>



<sup>2</sup>

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<sup>1</sup> VGT0007001.

<sup>2</sup> VGT0007026.





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4

<sup>3</sup> VGT0007016.

<sup>4</sup> VGT0007031.





5



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<sup>5</sup> VGT0007065.

<sup>6</sup> VGT0007011.





7



8

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<sup>7</sup> VGT0007027.

<sup>8</sup> VGT0007029.